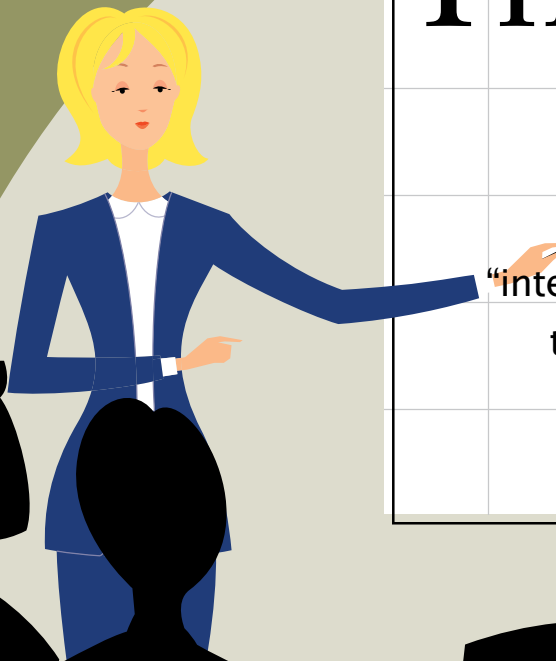


ONE-DAY SEMINAR

The Ultimate Trainer

The best ideas and latest training "intelligence" from Fred Pryor Seminars — the nation's top training company!



If you're a professional trainer or a manager who trains ...
If you train people one at a time or in large groups ...
This dynamic one-day seminar is for you! Enroll today!



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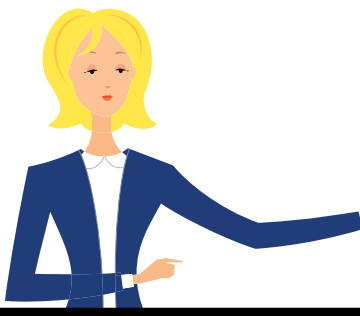


Mail to
Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468

- Training on a budget! Cutting-edge, cost-conscious training plans that save you money without sacrificing quality.
- How to make them want to learn! Find out about 6 ways to motivate the adult learner.
- 11 "musts" for instructional presentations in an easy checklist you'll use again and again!
- Keep participants on the edge of their seats with 12 ways to build audience rapport and participation.
- New employee orientation — how to make it work forever.
- "Debriefing" — use this innovative method to get better feedback from trainees and accurately measure training effectiveness.
- Professional tips for visual aids — 12 ways to add visual pizzazz and punch to your training programs.
- 4 ways to succeed with humor — and 3 surefire ways to "bomb out."
- How to use role playing, case studies, games, panel discussions, and other techniques to make training fun and exciting.
- Pinpoint training needs in your organization with surveys and questionnaires — easy methods you can use right now!
- Best of all, you'll get the latest and best training knowledge at a fraction of the time and cost investment required by other programs!

 **FRED PRYOR SEMINARS**

Enroll Today! | 1-800-556-2998



Why Do You Need This Day of Training?

“How can I ...

... prepare better? Time and resources are always too scarce. You'll discover how to save hours in planning with easy-to-use forms and checklists ... how to involve co-workers in planning ... where to look for the information you need ... and more planning tips that save time, money, and energy.

... keep trainees interested, enthusiastic, and really participating? You'll find out how to build and maintain audience rapport ... how to use games, panel discussions, and other “interactive” formats ... how-to's for questions and answers ... and other great ideas to keep trainees alert and involved.

... provide continued ‘informal’ training for individuals and new employees? You'll learn how to develop orientation programs that get new employees on track quickly ... alternatives you can use when “formal” training isn't possible ... how to utilize experienced employees to train others ... and more clever ideas that solve day-to-day training dilemmas.

... prove that a training program was really worthwhile and have everyone realize it? You'll discover 7 methods to follow up a training program ... how to gather specific information from trainees to evaluate the program ... how to “debrief” trainees to get really helpful feedback ... plus other expert tips and tactics to measure your success.

... get a clear picture of what my organization needs to do about training in the future? You'll learn how to spot training needs before there's a crisis ... how to use questionnaires and surveys to take your organization's training “pulse” ... how to develop a professional needs analysis ... and other expert suggestions.

... develop cost-effective materials that aren't set aside the minute the training program ends? You'll learn how to develop course books that are clear, usable, and specific ... when to use prepared training materials from outside suppliers ... how to create materials that personalize instruction for trainees ... and when to not use materials at all.

... produce programs that are more fun, interesting, and lively for the participants? You'll discover how to use humor in presentations ... how to develop an exciting, professional style that grabs and holds attention ... how to use visual aids, flip charts, projection equipment, slides, films, and video ... plus other clever ways to win over your audience.

■ THE FIELD'S “KNOWLEDGE BASE” HAS EXPLODED.

More is known today about “how to train” than ever before. Many old methods and once-accepted training practices are disappearing in favor of better, more effective procedures and strategies.

■ GOOD TRAINING HAS NEVER BEEN MORE IMPORTANT.

The information and technology explosion has catapulted the corporate world into a fast-paced “age of specialization.” Employee turnover is at all-time highs, and skilled workers are harder and harder to find. To stay competitive, productive, and profitable, the successful organization must recognize the need for ongoing, results-driven training programs.

■ TODAY'S TRAINER NEEDS SELECT PROFESSIONAL SKILLS.

Have you noticed? The best trainers make thorough preparation, exciting presentation, and complete follow-up seem effortless. Whether you're a training specialist, a human resources professional, or a manager who trains, you can, too. It takes just practical skills and up-to-date strategies.

■ YOU NEED USABLE, HANDS-ON INFORMATION.

You could try to wade through reams of information, pages of research, and stacks of publications, “boiling it down” to meet your particular needs; or you could attend this outstanding one-day seminar and learn pertinent, down-to-earth pointers that you can use immediately.

■ THE ULTIMATE TRAINER — THE BEST OF THE BEST, IN JUST ONE DAY.

For this dynamic course, Fred Pryor Seminars has sifted through mountains of current training “intelligence” and put it into practical, usable form. We train over 5,000 people a week in 50 different subject areas. And, we offer another notable benefit — as the country's first one-day training company, we've developed a significant “knowledge base” of our own. We've adapted for your use the best, tested ideas gathered from our personal experience in training over 10 million people from more than 300,000 organizations.

The Ultimate Trainer

Enroll Today!

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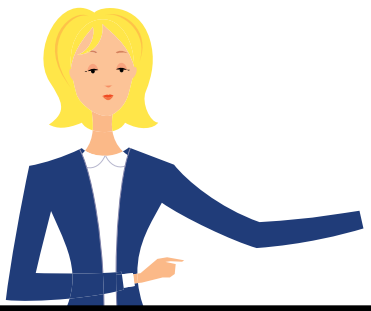
20 Ways You and Your Organization Will Benefit

1. Create visual aids that double your teaching effectiveness — our 12 expert tips make them easy to develop and prepare.
2. Discover 12 ways to get a group to really participate — you'll build rapport and make the experience fun and relevant.
3. Learn what to do about a participant who dominates discussions — and prevents others from contributing their ideas.
4. Get new employees on track quickly with perfected training strategies that take the pain out of orientation.
5. Implement ideas for cost-conscious trainers: how to offer outstanding training when you're on a tight budget.
6. "Sell" your training ideas and get the full support of employees and managers.
7. Ascertain 20 practical tips for giving instruction to adults — you'll present more efficient, effective programs that employees will really relate to.
8. Hear great tips on program timing — you'll understand exactly when to speed up and when to slow down.
9. Avoid "bombing out" with humor — you'll learn 4 ways you should use humor and 3 ways you should not.
10. Master 6 clever methods to motivate trainees — even learning "resistors" and difficult "know-it-alls."
11. Learn innovative ways to use experienced employees for day-to-day training — and make it a great learning opportunity for everyone!
12. Find out if a training program was effective — 5 on-the-mark methods to accurately evaluate training.
13. Learn to judge when and how to use prepared training materials, independent trainers, consultants, and other outside sources.
14. Pinpoint training needs more precisely with questionnaires and surveys — our step-by-step instructions show you how!
15. Find out what you should know about lighting, space, room arrangements, and other physical factors that affect the learning experience.
16. Cover all the bases with an 11-point checklist for instructional presentations.
17. Battle boredom: how you can use role playing, games, panel discussions, and more to keep trainees interested and alert.
18. Make the material stick — 6 professional tactics that increase memory and retention.
19. Master the "Questions and Answers" method — how to use the technique, stay in control, and ensure that answers (and questions) are meaningful and relevant.
20. Develop course books, hand-outs, and other materials that will continue to be used long after the training session ends.



How Can We Accomplish All This in Just One Day?

It's simple. We don't waste your time with irrelevant theories or impractical concepts. *The Ultimate Trainer* concentrates on real-world, "how-to" information that you can put to work right now, in your own day-to-day activities. That means specific tips, techniques, and strategies that tell you exactly how to provide better employee training and develop excellent instructional programs, from start to finish. Set aside just one day, and you'll get more out of your training efforts and make new strides that count toward productivity and your bottom line. **We guarantee it.**



9:00 A.M. to 4:00 P.M.

The Ultimate Trainer

7 Results-Driven Training Topics

PINPOINT YOUR TRAINING NEEDS.

- Learn how to simplify and clarify your goals — and discover exactly what you need to accomplish to meet them.
- How to spot training needs early — before deficiencies reach crisis level.
- Innovative ways to use feedback to spot problems and needs that require training solutions.
- How to “sell” your training ideas and create proposals that win the support of management and employees.
- Use questionnaires and surveys to pinpoint training needs, including examples and techniques.
- Learn about alternatives you can tap into when “formal” training isn’t possible.

UNDERSTAND THE ADULT LEARNING PROCESS.

- The most common barriers to learning, and how to avoid them.
- Discover the 10 characteristics of adult learners, and use the information to produce on-the-mark training for employees.
- 20 guidelines you can use now to give better instructional presentations to adults.
- Learn the 13 needs of adult learners — and tailor your training for maximum effectiveness.
- 6 ways to motivate people and make them want to learn — even “resistors” and “know-it-alls.”

PLAN AND DEVELOP SUPER-POWERFUL PROGRAMS.

- Use a simple, easy-to-use form to design your presentation — you’ll save hours!
- Tips for setting objectives — learn why you must have specific objectives before you can begin planning.
- Consultants and independent trainers: Find out if they can save you time or money.
- A guide to resources and research: Find out where to look for the background information you need.
- The creative program: Learn 6 ways you can develop a training program that will leave no one bored!

- How to produce a tight, productive outline that will guide you every step of the way.
- Learn surprising ways you can involve your coworkers in the planning process — and increase enthusiasm and support.
- 15 training formats you can use, including advantages to each format and easy-to-understand examples and techniques.
- How to pace the program: Know when to speed up and when to slow down.
- 5 areas you should cover early in the day, and 5 areas to cover as the day progresses.

PRODUCE INNOVATIVE MATERIALS AND PRESENTATIONS.

- 12 expert tips for designing visual aids that put punch in your program.
- Learn indispensable user tips for flip charts, overhead projectors, films and video, slides, and more.
- How to develop better materials and coursebooks that will reinforce learning long after the training program ends.
- The optimum physical environment: Find out how noise, space, temperature, lighting, and other “comfort factors” affect your presentation.
- Use diagrams for 8 room arrangements — you’ll learn the best setup for the smallest to largest group.
- Guidelines to help you develop a professional presentation style that will increase your confidence and effectiveness.
- 4 ways you should use humor — and 3 ways you should not.
- Find out when to use “question and answer” sessions, with dynamic tips to help you field questions like a pro.
- 3 ways to personalize the training material, and increase participation and involvement.
- Prepared training materials — when you should take advantage of them and when you should avoid them.
- 11 “musts” for instructional presentations: Use a helpful checklist to be sure you haven’t overlooked anything.

ENCOURAGE MAXIMUM LEARNING AND PARTICIPATION.

- 12 ways to maintain audience rapport and encourage better participation from everyone.
- How to identify and deal with learning “resistance.”
- Dozens of ideas to incorporate interactive training methods, including role playing, case studies, games, and panel discussions.
- Increase retention and memory. Learn 6 ways trainers can determine if new material has been understood.
- Discover 9 ways to help participants relate material to their own personal experiences.
- 6 expert tips to use group participation and discussion effectively, without losing control.
- How to develop “team spirit” and camaraderie among participants and heighten their learning experience.

MASTER ONE-ON-ONE TRAINING.

- The new employee: smart strategies to make training and orientation as quick and easy as possible.
- Discover clever ways to increase your effectiveness in day-to-day training situations — giving instructions, guiding employees, and more.
- How to utilize your subordinates and other employees for in-house training.
- 8 tips for one-on-one instruction that guarantee a productive experience for the trainer and trainee.

EVALUATE TRAINING EFFECTIVENESS.

- Solid pointers for effective follow-up: 7 ways to clarify training success.
- 5 specific methods to gather information for training evaluation.
- Was your training effective? Learn step-by-step methods that enable you to measure the results.
- “Debriefing” — what it is, why you should do it, and a 9-step plan that shows you how.
- The dollars-and-cents of training: Learn how to demonstrate training “profitability” and win the support of even the most disbelieving managers.
- How to increase involvement in training programs throughout your organization, from top to bottom.
- Training on a budget: Learn about cost-effective ideas for quality training.

Some Not-So-Obvious Benefits of Attending:

- You’ll break your work pattern for a day and step back from your hurry-up routine to get effective, new perspectives on your training priorities, goals, and objectives.
- You’ll meet other professionals who share your problems and challenges — contacts who can continue to offer feedback and assistance long after the seminar ends.
- You’ll get the energy and motivation to try new ideas and tackle long-standing, nagging problems — a “jolt” to get you going.
- You’ll have fun! The seminar day is filled with humor, camaraderie, and excitement.
- You’ll increase your value as a true professional — well-trained, educated, and equipped with the latest “intelligence” in your field.

We care about the goodwill of our customers — that’s why we are the only seminar company to encourage your continued satisfaction and support with programs that benefit you long after the seminar ends.

Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We’re confident that this seminar will provide you with up-to-date training strategies and pointers that you can use immediately. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.



Enroll today!
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Who Should Attend?

- **MANAGERS WHO TRAIN.** If training is only a part of your job, but an important one, this dynamic seminar will help you produce better results with any size group, from one to hundreds.
- **TRAINING MANAGERS.** Whether you're new in the training field or more experienced, this program delivers hard-hitting, "hands-on" information you can use to be more effective, right now.
- **PERSONNEL AND HUMAN RESOURCES PROFESSIONALS.** If you are responsible for the employee needs of your organization, this seminar gives you the solid facts you need to manage or participate in the all-important training function.
- **YOU.** If your job requires you to spot employee training needs, plan training programs, prepare training materials, participate in training programs, or evaluate your organization's training effectiveness, this indispensable seminar provides the information you need.

Think about it ...

6 Sound Reasons to Enroll Today

■ COMPARE COURSE CONTENT.

Look closely at the program overview on pages 4 and 5. Compare it to any similar course — you'll see that we offer the latest and best tips, tactics, and survival skills trainers need — in one fast-paced, well-designed day.

■ CONSIDER THE PRACTICAL BENEFITS.

Examine the direct, hands-on benefits you'll get from this course, listed throughout this brochure. You'll see that we are committed to delivering a full range of practical training concepts and tools that you can benefit from every working day.

■ NOTICE THE TUITION COST.

We believe in quality training at a price that's affordable for you. This seminar is designed with your budget in mind; this is training that will pay, not cost.

■ THINK ABOUT TIME AND CONVENIENCE FACTORS.

We ensure that you can attend at your convenience — we bring the seminar to you, saving you the hassle, inconvenience, and expense of travel. And, one intensive day is all you need to invest. We won't waste your time with filler material, introductions, or useless "psycho-babble" — you'll get hands-on, how-to tactics you can really use.

■ CONSIDER THE VALUE OF EXCELLENT REFERENCE MATERIALS.

At no extra charge, you'll receive an invaluable workbook that's filled with quick references to the information covered in the seminar and indispensable supplementary information you'll refer to again and again. You also receive charts, lists, handy reference forms, and other productivity-boosters you can use immediately.

■ COMPARE OUR EXPERIENCE AND KNOW-HOW.

Fred Pryor's record of customer satisfaction is unsurpassed — over 30 years in business, and over 10 million seminar participants from more than 300,000 organizations clearly attest to our ability to deliver what we promise. Our customer satisfaction rate speaks for itself!

Do you want to . . .

ORGANIZE information, resources, research, and people into power-packed, super-effective training programs?

BUILD support and enthusiasm for your training ideas with employees, peers, and management?

ENHANCE presentations with visual aids, group participation, games, and panels? You'll get dozens of exciting, up-to-the-minute ideas!

ENERGIZE every training program with the latest "intelligence" on adult learning and teaching techniques?

SIMPLIFY program planning and development — and save time, money, and energy from start to finish?

ACHIEVE your goals and build your reputation as a training professional who gets tangible results?

The Ultimate Trainer

Enroll Today!

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Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

PROGRAM SCHEDULE

Check-in: 8:30 a.m. – 9:00 a.m.
Program: 9:00 a.m. – 4:00 p.m.

CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note:

- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

TAX DEDUCTION

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

CONTINUING EDUCATION CREDIT

Fred Pryor Seminars offers Continuing Education Credits that are based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

UPDATE YOUR CONTACT INFORMATION!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884, or **fax** to 913-967-8842. We'll change our records for the very next update. Thanks!

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On-Site Training Solutions



GET THE RESULTS YOU'RE LOOKING FOR!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

CHOOSE FROM OVER 150 COURSES!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

TAILOR THE TRAINING TO MEET YOUR SPECIFIC NEEDS!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

MAXIMIZE YOUR TRAINING BUDGET!

On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at

www.pryor.com or call us at 1-800-944-8503 today!

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If you train people one at a time or in large groups ...
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ID#
910851

SEMINAR Seminar City: _____

1 Seminar Date: _____ Event #: _____

YOUR ORGANIZATION Organization: _____

2 Address: _____

City: _____ St: _____ ZIP: _____

Tele: _____ Fax: _____

Approving Mgr's Name: Mr. Ms. _____

Job Title: _____

E-mail Address: _____ Business Home

Quick Confirmation Please e-mail or fax my confirmation to me within 48 hours.

WHO WILL BE ATTENDING Mr. Ms. _____

3 Job Title: _____

E-mail Address: _____ Business Home

Mr. Ms. _____

Job Title: _____

E-mail Address: _____ Business Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT **Important: Send your payment now. Tuition is due before the seminar.**
Please make checks payable to Fred Pryor Seminars and return this form to:
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

4 **Please check one of the following:**

Registration fee enclosed. Check # _____ Amount \$ _____

Our Purchase Order is attached. P.O. # _____

Bill my organization. Attention: _____

Charge to: AMEX DISCOVER MC VISA Exp. Date: _____

Acct. # _____ MO. YR.

Card Holder's Name: _____

Tax-Exempt #: _____

Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax, or online, please do not return this form.

REGISTRATION FORM — THE ULTIMATE TRAINER