

## **IMC CHICAGO CHAPTER PROGRAM**

Friday, January 14, 2005

### ***TOPIC: "Discovering Your Memory Power"***

This exciting program moves quickly and keeps people engaged. Participants will gain tips for remembering names, clarifying their competitive advantage, generating more referrals and repeat business, and definitely walk away with 2 or 3 good ideas on how a trained memory can improve their life dramatically.

Here are some of the key benefits to having a trained memory that will be discussed:

- Reduce Stress & Build Credibility & develop an instant recall for names, deliver presentations without notes, prevent absentmindedness
- Increase Efficiency - recall of all types of product, project, listing and key-client information, stay organized by keeping track of numerous items and things to-do
- Create A Better Image & Improve Relationships - build immediate rapport and long-lasting relationships with clients, prospects, friends, and family by remembering the little things that make a big difference
- Increase Profitability & Make More \$\$ & by listening and recalling specific information, needs, and desires, you will close more sales and generate more referrals and repeat business.

We will also spend a few minutes discussing the skills and techniques used in this demonstration and receive an invitation to participate in an upcoming Chicago workshop at a special rate for individuals and family members. The program will wrap up with a demonstration and discussion of long-term memory.

**SPEAKER:** Ken Budka, Freedom Speakers & Trainers - earned his bachelor's degree in business communications from California State University, Los Angeles and spent several years in sales with Pitney Bowes, client support for IBM, and business management with travel publisher AGP. Ken Budka's greatest desire is that participants will come away from one of his workshops with a renewed sense of what is possible in their lives. He brings to his programs a commitment to the principle of stepping out on a limb in the pursuit of self-improvement, an insider's knowledge of companies' needs for training and education, and an aficionado's love of broadcasting and recording that has honed his communication skills.

**WHEN:** Friday, January 14, 2005

7:30 a.m. - 8:00 a.m. Registration and Full Breakfast

8:00 a.m. - 8:15 a.m. Chapter Announcements and Introduction of Guests

8:15 a.m. - 9:30 a.m. Program: "Discovering Your Memory Power"

**WHERE:** Clarion Barcelo Hotel

5615 North Cumberland Avenue

Chicago, Illinois 60631

Telephone: 773-693-5800

**COST:**

Advance Registration and Payment by Wednesday, January 12th: \$30 for IMC Members, \$40 for Non-Members. Payment at Door, add \$10 to above prices. Payment by check or credit card in advance, or at door by check, credit card or cash.

**HOW TO REGISTER:**

To register for the program, send an E-mail to [wordmasters@aol.com](mailto:wordmasters@aol.com). Include the your name, title, company, address, telephone number, fax number, E-mail address.

**PLEASE REGISTER ON OR BEFORE WEDNESDAY, January 12th.** If you have questions about registration, please call Bridget Eckstein at 312-280-1385.

**DIRECTIONS TO CLARION BARCELO HOTEL**

**From the North:** Take 294 South to 90 East. Take the Cumberland South Exit (Exit 79A). You will pass the hotel on the left. Turn left on Bryn Mawr and follow the road around to the hotel.

**From the South:** Take 294 North to 90 East. Take the Cumberland South Exit (Exit 79A). You will pass the hotel on the left. Turn left on Bryn Mawr and follow the road around to the hotel.

**From the East:** Take 90 West to the Cumberland south Exit (Exit 79A). You will pass the hotel on the left. Turn left on Bryn Mawr and follow the road around to the hotel.

**From the West:** Take 88 East to 294 North. From 294 North, go to 90 East. Take 90 East to the Cumberland South Exit (Exit 79A). You will pass the hotel on the left. Turn left on Bryn Mawr and follow the road around to the hotel.

Elliott Black CMC