

# Making Magic Moments

Choosing the right words  
and delivering your presentation  
for overall effect

## Lou Heckler

**2009 National Tour Workshops**

**PERTH** - Saturday 16th May  
**MELBOURNE** - Tuesday 19th May  
**BRISBANE** - Wednesday 20th May  
**SYDNEY** - Friday 22th May



1. Choosing the right wording and descriptions
2. Delivering your presentation for maximum impact
3. Seeing stage movement as an integral part of your overall effect

**BOOK NOW!**

*Limited numbers - bookings essential!*

# Making Magic Moments

Today's audiences are more sophisticated than ever before, and we as speakers need to bring our very best to the platform every time. In this workshop, Lou Heckler, CSP, CPAE will show you specific and subtle things you can do to create a magical experience for your audiences. He will look at delivery techniques, carefully-chosen wording, and stage movement – three areas that really separate the great speakers from the good ones. Lou should know: he spent 19 years on the adjunct faculty at the University of Michigan's Executive Education Center ... three years as CareerTrack's top management trainer, and now he leads dozens of programs throughout the world for corporations, associations and universities.

## Your half day workshop includes:

### 1. Choosing the right wording and descriptions

1. Thinking about the question, "What's this like?"
2. Creating images that allow silent audience participation
3. Concentrating on being memorable and repeatable

### 2. Delivering your presentation for maximum impact

1. Making your presentation feel like a dialogue
2. Using your voice as the instrument it truly is
3. Incorporating pauses for emphasis, for thought provocation and for fun

### 3. Seeing stage movement as an integral part of your overall effect

1. Separating energy from frenzy
2. Capitalizing on the way an audience watches us (Hint: the eyes have it)
3. Keeping the focus exactly where you want it to be

## About Lou Heckler

CSP, CPAE **Lou Heckler** has deep roots in Australia. His maternal grandmother was born in Adelaide ... and this will be his fifth trip across the Pacific to be with us. Lou was an on-air personality in American television for 15 years and has operated his own speaking business since 1980. He has taught at universities, served as a trainer and course supervisor in the US Army, and spent two years as a part-time correspondent for the Associated Press news service. Now, Lou divides his professional time evenly between giving keynote speeches and coaching other professional speakers. Lou has been married more than 40 years - he and his wife Jonellen have a son, daughter-in-law and two wonderful granddaughters.

# What people say about Lou Heckler



"I have seen Lou Heckler on several occasions and I regard him as one of the leading authorities in crafting a story and a keynote .

"I made the investment in NY last year to spend a whole day with him and he remodelled the whole 1 hour presentation. I will do coaching with him again when he arrives as he is truly an expert and worth every cent.

"The investment to see him while he is here in Australia is a small percentage of the value you will get , don't miss him."

**Brad Tonini** CSP  
*National President NSAA*

"If you are serious about delivering the best keynote possible, then attending this workshop is a must. Lou Heckler would be one of the world's leading speaker's coaches. He is a brilliant speaker himself and has the ability to transfer his skills to other speakers with fun and flair. This is one workshop you must absolutely attend this year."

**Lindsay Adams** CSP  
*Past National President  
2009 Nevin Award Winner  
President Elect, International Federation for Professional Speakers*

"Without doubt, the man who has had the most impact on my career as a speaker is Lou Heckler. I first sat gobsmacked listening to him at an NSA convention about 20 years ago and, from that moment, the way I went about creating and delivering my presentations changed forever! Without doubt he is the one man who can help you turn a good presentation into a masterpiece. You'll be in awe of him as he blends storytelling, language and voice to make concepts, words ... and audiences ... come alive. Best of all you'll find out that you can do it to. Don't miss Lou Heckler! There's no way I will!"

**Winston Marsh, CSP**  
*Past National President, Nevin Award recipient and Life Member*

"Lou Heckler is a genius. I am delighted that I have invested my time and money in attending his programs. Learning how to tell stories in a way that makes my audiences think they are experiencing my experiences is an essential resource. If you aim to play the professional speaking game at your highest levels, then Lou Heckler can certainly give you both big and seemingly small insights that will position you where you want to be. You will be excited by your decision to participate!

**Charles Kovess** CSP

Lou's approach to both speaking and humour is special. His style is very personal and personable and his light touch with humour shows a master's ability. We can all learn from Lou that finding the fun in our own lives and stories is much more powerful than making it up. We don't need jokes; we need Lou's method of building laughter into everyday happenings, to really reach our audiences."

**Helen Macdonald** CSP

# Lou Heckler 2009 National Tour Making Magic Moments



## BOOKING REGISTRATION

How did you hear about the half day workshop? (Please tick):  NSAA  Other: .....

**YES – save me a seat at the LOU HECKLER Half Day WORKSHOP**

**Half Day Workshops:** Please TICK your preferred city

**Venue to be confirmed  
on booking**

- PERTH** - Saturday 16th May (1.00pm registration for 1.30pm - 5.00pm)
- MELBOURNE** - Tuesday 19th May (8.30am registration for 9.00am - 12.30pm)
- BRISBANE** - Wednesday 20th May (8.30am registration for 9.00am - 12.30pm)
- SYDNEY** - Friday 22th May ((8.30am registration for 9.00am - 12.30pm)

Please reserve my seat at:  \$395.00 or  **NSAA MEMBERS' Special Rate** \$220.00 incl.GST

(Please tick):  Non member  **NSAA Member** TOTAL \$ .....

Name:..... Business Name: .....

Address: .....

.....STATE .....Postcode .....

Phone/s: ..... Fax: .....

Email: .....

**PAYMENT OPTIONS:** (please tick):

MasterCard  Visa  AMEX  Diners Club

Credit card number: .....

Name on card: .....

Expiry date: ...../.....

Signature: .....

**OR**  **Cheque made payable to NSAA**  
 **Direct payment :** NSAA National  
ANZ Bank - BSB 015-025 A/C 3074 80264

Please put name in payment and advise  
secretariat@nationalspeakers.asn.au

**CONFIRMATION:**  
On receipt of your registration

I can't attend but please send me information on the National Speakers Association of Australia

**Please email, fax or post to:**  
**National Speakers Association of Australia**  
PO Box 1641, Kingscliff NSW 2487

**Phone:** 1800 090 024 or  
**Fax completed form to:** 07 5523 0153 or  
**Email:** admin@nationalspeakers.asn.au

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