Hello Thomas,

There are four AAE masterclasses scheduled for September and October which are detailed below.

Book before 31 August and save 25% - use the discount code SummerSpecial253108 >>

Public Speaking for Association Leaders
6 September, Brussels

As an association leader, the likelihood is that you have to speak in public fairly often, and are probably OK at it, but are you as good at public speaking as you could and should be?

This masterclass will improve your public speaking skills to ensure you are presenting yourself and your association at its very best.

100% of delegates who have attended this course said they were likely or highly likely to recommend the course to their peers, and 85% said they learnt much more than they expected.

• Establish your own approach to speaking - what you like, what you want to change and how to change it
• Learn fundamental skills and thinking used by successful speakers
• Practice and receive constructive and supportive feedback on your performance
• Learn as part of a group of like-minded association professionals
• Leave with a plan of action as to what you'll do next

Find out more and register here >>

Here's some feedback from delegates who attended the most recent masterclasses...

"An inspiring and content-rich one-day masterclass that will allow associations executive to revisit their approach to Public Speaking. Less about information delivering and definitely more about engaging with your experience and humanity with an audience and its experience and humanity. In a sometimes (not to say often) divisive world, it is seems more crucial than ever!"

Caroline Ciuciu, CEO
European PetroChemical Association
"A day well spent in which I relearnt things I had forgotten and gained valuable new insights and practical ways to improve. A very enjoyable course and John is an excellent trainer."
Roberta Reeve, Technical Manager
Agricultural Industries Confederation

"Brilliant content, brilliantly delivered - the course has given me the confidence and tools I need to take my public speaking to the next level."
Clare Paredes, Head of Communications & Marketing
National Housing Federation

Other masterclasses in September and October include...

Presentation Skills for Association Executives
2 September, London
How confident are you at presenting? By the end of this one-day masterclass lead by John Scarrott, you will have gained knowledge in how to create a reaction and action in your audience and put it into practice.
Find out more and register here >>

Up-scaling Your Annual Conference & Events Programme
25 September - London
If you want your events to be more profitable and successful, learn from the masterclass leader Sasha Frieze, a veteran of the association events industry with twenty five years' experience.
Find out more information and register here >>

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Intelligent Member Relationship Management
28 October - London
Master key approaches to collecting and applying data in order to drive engagement and member relationships in this interactive and practical masterclass lead by Michael Collins. Benefit from strategies that will impact the effectiveness of your communications and business processes, to support your commercial objectives.
Find out more information and register here >>
To attend AAE events you need to either Subscribe on the new website or Join (at no fee), after which you won't need to enter all your details for your event registration(s). You can call or email me if you have any questions about these masterclasses or membership of the AAE.

All the best,

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The Association of Association Executives (AAE) is a very active community of over 24,000 employees of associations, societies, federations and other membership organisations in professional, trade, scientific and medical sectors. The AAE manages the Association Congresses, the Association Leaders' Forums, Association Events Strategy and Member Engagement Conferences, and publishes: News, Research reports, Association Success Story case studies, Directories, a Jobs Board, Webcasts of events and over 300 Informative video talks, as well as the Association Insights magazine and association-specific books.

www.associationexecutives.org

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