

ACS Webinars™

We will start momentarily at 2pm ET



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Upcoming ACS Webinars™

Register for a great lineup of ACS Webinars™!

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August 12 - “How Chemical Policy Reform Can Spur Green Chemistry” with Richard Denison, Senior Scientist at Environmental Defense Fund.



August 19 - “Propel Your Career – Networking Tips and Strategies for Success” with Cheryl Martin, Executive in Residence with Kleiner, Perkins, Caufield and Byers.



August 26 - “Tapping into the Chemistry of Beer and Brewing” with Charles Bamforth, Department of Food Science and Technology, UC Davis.



September 2 - “Programs and Funding Opportunities for Manufacturers and Small Chemical Businesses” with Doug Devereaux, Senior Industrial Specialist, National Institute of Standards and Technology.

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Got Questions?

Please use the Question Panel to ask the speaker



Or tweet us using #acswebinars



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ACS WEBINARS™ *Delivering a Dynamic Presentation*



Speaker: Nicholas Washienko
Washienko Communications



Moderator: David Harwell
ACS Careers

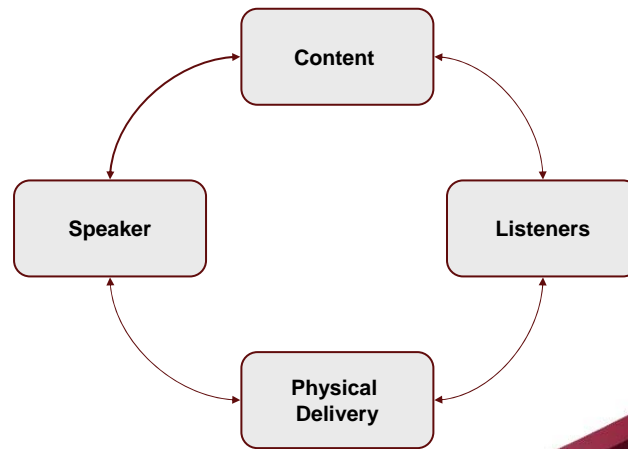
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Presentation Paradigm



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THE FIVE KEYS TO EFFECTIVE PRESENTATIONS

1. BALANCING CONTENT/DELIVERY
2. LOGIC OF CONVERSATION
3. NAILING THE CRITICAL FIRST MINUTE
4. ANSWERING QUESTIONS EFFECTIVELY
5. USING, NOT ABUSING, POWERPOINT

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BALANCING CONTENT AND DELIVERY

THE TEMPTATION TO OVERLOAD
vs
ATTENUATED ATTENTION SPAN
CLASSICAL vs CONVERSATIONAL

7

LOGIC OF CONVERSATION

QUESTION/ANSWER
vs
SCIENTIFIC METHOD

8

CRITICAL FIRST MINUTE

WHO ARE YOU
WHY EXACTLY AM I HERE
WHY SHOULD I CARE
WHAT QUESTIONS DO I NEED
ANSWERED

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ANSWERING QUESTIONS

PREPARE
PRACTICE WITH VIDEO
ANSWER, THEN SUPPORT
NEVER BLUFF

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USING, NOT ABUSING POWERPOINT

CREATE SCREENS LAST
PUBLICATION vs
PRESENTATION
SCRIPT vs PROMPT

Quarterly Budget Review

	2001	2002	2003	2004	2005
EBITDA	4,509	5,182	6,030	6,535	7,227
Sources of Cash:					
Stock Options	250	250	250	250	250
Total Sources of Cash	250	250	250	250	250
Uses of Cash:					
Dividends	(1,107)	(1,115)	(1,124)	(1,133)	(1,142)
Capital Expenditures	(1,796)	(1,700)	(1,700)	(1,200)	(900)
Interest & Taxes	(859)	(997)	(1,376)	(1,445)	(1,487)
Settlement Payments	(7,113)	(783)	-	-	-
Working Capital	(497)	(581)	(570)	(570)	(570)
Total Uses of Cash	(11,772)	(5,576)	(5,070)	(4,648)	(4,399)
Annual Cash Flow	(7,163)	(294)	(960)	(1,988)	(2,928)
Net Debt	(6,431)	(6,725)	(5,565)	(3,477)	(448)

SUGGESTED READINGS

HONEST SIGNALS – ALEX PENTLAND

BLINK – MALCOLM GLADWELL

WORKING THE ROOM – NICK
MORGAN

ATTENTION ECONOMY –
DAVENPORT/BECK

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NICK'S CONTACT INFORMATION

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Q&A SESSION

Delivering a Dynamic Presentation



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Still Got Questions?

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