

CUSTOMIZED LEGISLATIVE TESTIMONY TRAINING

The stakes are often high when testifying before a lawmaking body including legislative committees. If remarks are not well received, there can be negative consequences for an organization that can directly impact your company's bottom line.

Conversely, an effective presentation can reap many benefits. With trainers who have worked as reporters and government spokespersons, Shelton & Caudle understands this firsthand. Our unique and effective program prepares executives to make the most of their time before any legislative body.

In these highly interactive Shelton & Caudle sessions, executives from both the public and private sectors receive presentation advice from trainers, from colleagues and even straight from past and present legislative leaders. Their testimony is evaluated on both content and delivery. And they get lots of practice answering tough questions lawmakers are likely ask and gain assistance with crafting effective answers.

Our customized presentation training workshops include:

- Valuable and candid presentation advice from lawmakers (on video)
- Mock legislative hearings
- Testimony presentation practice
- Expert evaluation of content and delivery
- Practice answering anticipated questions
- Expert assistance tackling tough questions
- Expert assistance crafting effective answers and messages
- Evaluation of actual legislative testimony (if available)

Specifically, you will learn:

- What to include and what not to include in your presentation
- How to write and present succinct and to-the-point testimony
- How proof points and brief examples will enhance the impact of your testimony
- How to anticipate and respond to tough questions.
- Do's and don'ts of legislative testimony and Q & A

Extensive individual attention, videotaped practice and sensitive feedback are all hallmarks of Shelton & Caudle training courses. Affordable full or half-day sessions are available for individuals or small groups. Overview sessions are available for larger groups. For more information or to schedule a session, call us at (713) 970-2108.

Shelton & Caudle is a division of Vollmer Public Relations, with offices in Houston, Dallas, Austin and New York.