



## CAPS-Saskatchewan 2008 Program Schedule

**Feb 2 (Sat)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Daniel Hall**



**Keynote: TNT: Creating Explosive Speech, Book, & Article Titles That Sell More, Persuade More, and Help You Communicate Your Point of View – Instantly!**

No matter what you are naming, the title is THE most important element. Find out how to pack more persuasive punch in fewer words. You'll discover one easy element that always improves a title, an easy, three-step formula used for most bestselling book titles, and how to pull the “sexy” out of your topic and use it to create an interesting, curiosity-arousing title.

**Workshop: Speakers Cruise Free: Trading Your Talents for Free Luxury Cruises**

Getting free cruises isn't rocket science . . . any reasonably intelligent person can do it, including you! Cruise lines are always scouting for people to share their passions, hobbies, or crafts with other passengers! And cruise presenters only lecture 3–4 hours on a 7-day cruise! Learn how to get free cruises for yourself and a traveling companion, get every passenger perk, and cruise almost anytime, anywhere.

[www.speakerscruisefree.com](http://www.speakerscruisefree.com)

**Mar 1 (Sat)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Peri Shawn**



**Keynote: Three Secrets for Creating Product While Maintaining Your Speaking Business**

Discover how to create product to take your speaking business to the next level. You'll learn a sure fire way to determine the best price for your product, Peri's Secret System to create quality products in record time, time-saving technology to easily create products, and how to pick the best editor for your work.

**Workshop: Everything Else You Wanted to Know About Product Creation but Were Afraid to Ask**

Discover the specifics of product creation, whether it's a book, an audio series, or a multimedia learning system. You'll learn to write in record time (others have used this process to write a books in five days), twenty alternative product formats, eight reliable resources to help you complete your product, and vital cost-saving strategies. Get software and have a chance to win a resource to help you write even better.

[www.executiveperformancecoach.com](http://www.executiveperformancecoach.com)

**Apr 5 (Sat)**

**Saskatoon** –The Saskatoon Club, 417–21<sup>st</sup> Street E

**Showcases**

**May 5 (Mon)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Ford Saeks**



**All-day Workshop: Marketing Mastery for Professional Speakers: Get More Bookings! Sell More Products! Create Residual Income from Your Expertise!**

This high-energy “how-to” workshop offers you the best strategies for marketing through different channels such as direct mail, catalogues, selling via email and e-zines, and direct from your websites. You'll walk away with a wealth of up-to-the-minute strategies, innovative techniques and bold new ideas proven to get more bookings and sell more products & services. Ignite your marketing strategies!

Bring your marketing and promotional materials for a chance to sit in Ford's famous “Marketing Makeover-Hot Seat”.

Join us for this interactive “action-training” that creates a lasting, positive impact – guaranteed!

[www.fordsaeks.com](http://www.fordsaeks.com)

[www.canadianspeakers.org](http://www.canadianspeakers.org)

Questions? Contact Pat Foley — 306-584-5327 or [pfoley@accesscomm.ca](mailto:pfoley@accesscomm.ca)

**Jun 7 (Sat)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Colleen Francis**

**Keynote: Grow!**



As CAPS 2008 President, Colleen's #1 goal is to help all CAPS members grow their businesses by at least 20% this year. Discover the profitable, real-life, business growth techniques she has used to grow her own business by over 300% in the last three years. Colleen will also answer your questions about CAPS and about getting the most out of your membership to ensure you grow professionally and personally.

**Workshop: The Kimono Opens! Six Years of Ideas to Inspire Growth**

Join us for an intimate and tactical discussion of how Colleen has grown her business. Colleen will “open the kimono” (so to speak!) and share her experiences—positive and negative—on every marketing, sales and promotion idea she has tried over the last six years. Learn from her mistakes and her inspirations, from her mentors inside and outside of CAPS, and discover how to implement the best, most relevant ideas for yourself for immediate results.

[www.engageselling.com](http://www.engageselling.com)

**Sep 6 (Sat)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Showcases**

**Oct 4 (Sat)**

**Regina** – IPSCO Place, Queensbury Convention Centre Room 5, 1700 Elphinstone Street

**Tim Breithaupt**

**Keynote: Synchronized Selling: The Five Rites of Passage**



Great business results come from presenting an appealing message to potential customers, and shifting indifference to curiosity to commitment. Tim's session will foster the confidence to close more sales more often at higher fees. Learn the five essentials of a successful sales call. Tim delivers real world sales techniques using a lively blend of simplicity, logic and humour. This is enter~~tain~~ment at its finest!

**Workshop: Make More Money: Neutralize the Competition**

Customers buy differences, not similarities. This session looks at the “what and how” of a successful sales call and builds the confidence to neutralize your competition. Learn to sensitize yourself to the expectations of the customer and deliver a value-added solution that speaks to the customer's issues. Learn feature-fishing and differentiate yourself from the competition. Explore the two aspects of closing.

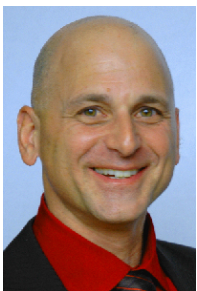
[www.spectrain.com](http://www.spectrain.com)

**Nov 1 (Sat)**

**Saskatoon** –The Saskatoon Club, 417–21<sup>st</sup> Street E

**Michel Neray**

**Keynote: What Drives You Crazy Makes You Great!**



If you knew what truly sets you apart from your competition, what you are better at than anyone else, what difference would it make in your business and your life? This session is a completely different approach to help you get a deeper insight into yourself, what you do and the value you offer your clients. You'll discover amazing things about your business, competition, clients, and, most of all, yourself!

**Workshop: Exclusive Essential Message “Consoaching” Session (limited to 12 people)**

The Essential Message is a proven approach to help you discover your true differentiation and communicate it in the most compelling way. Experience this unique approach to finding solutions to your biggest sales, communications, marketing and branding challenges! This is an open-agenda, anything-goes session, where you are encouraged to come ready with one issue/challenge. While Michel coaches you through to the solution using the Essential Message approach, everyone else learns, too!

[www.essentialmessage.com](http://www.essentialmessage.com)