

What Are *You* Broadcasting?



POWERFUL COMMUNICATION PRESENTATIONS

To help you:

- Enhance Productivity
- Expand Employee Networks & Relationships
- Megaphone Traditional & Social Media Exposure
- Increase Word of Mouth Impact
- Gain the Competitive Edge
- Produce Streamlined Communications



Featuring
Networking, Media and Gossip Expert
Shawne Duperon

Powerful Speaking and Training Presentations to Increase the Performance of Your Revenue-Generating Efforts and Supercharge Your Communications & Marketing

- ◆ Increase Media Exposure
- ◆ Attract Loyal and Repeat Customers
- ◆ Enjoy Higher Profits
- ◆ Gain the Competitive Edge
- ◆ Dominate Your Market
- ◆ Improve Performance and Results

Give your audience specific techniques that have increased exposure and marketing strategies by as much as 500%!

NOW BROADCASTING:

Shawne's Most Requested Keynote and Presentation Topics



Networking is for Neanderthals®

Networking is primal. It's biological. We need it. We crave it. Most of us get it wrong and are "broadcasting" the wrong message about our business or career path, losing thousands of dollars in new and existing business or in promotable salaries.

This high-energy interactive program shows you and your audience creative networking skills you can use to generate new business and improve sales and marketing.

Shawne does networking like no one else. After this session you will never network or see networking the same again, guaranteed. Shawne will rattle your existing notions of relationship marketing. It's not about passing out and gathering business cards. Most of those cards end up in the garbage with no follow up. Networking is about creating deep relationships, unmasking your authentic self and catapulting word of mouth – the best advertising for your business, organization, association or corporate team.

These Powerful Presentations are Perfect for:

- Corporate Events
- Association Meetings
- Conventions
- Trade Shows
- General or Breakout Sessions
- Sales Meetings

All presentations are available in Keynote, Half-day, Full-day Format.

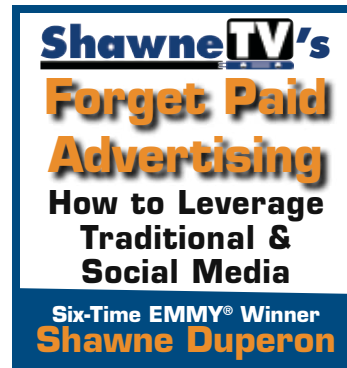
[www. ShawneTV.com](http://www.ShawneTV.com)



Social Media: Relationship Marketing in a New Economy

What is your message? What is your signal? What are you broadcasting every single time you post on Facebook, send a tweet or answer a question on LinkedIn?

Using relationship marketing strategies and tactics, Shawne reveals the critical components that must be implemented effectively to supercharge your social media marketing efforts. This non-tech interactive session is perfect for everyone, regardless of their role OR level of tech expertise. You and your attendees will take away strategies that get to the root of creating long-term on-going relationships in social media. You'll learn to avoid the biggest social media mistakes and discover how to create strategies that help you grow your business, create a following for your non-profit or expand your career to new realms.



Forget Paid Advertising: How to Leverage Traditional & Social Media

People do business with people they like. People buy from people they like. People post on Facebook about people they like. Reporters cover stories over and over again with people they like.

This interactive action training is supercharged with tips, tools and strategies to promote your brand, organization, non-profit or business – creating long-term success as well as keeping you and your audience performing at higher levels. Shawne will guide you through proven traditional and social media strategies, providing your group with immediate action steps they can use, such as: how to pitch TV media so they'll listen; the worst broadcast blunders on-camera; how to get powerful LinkedIn recommendations without asking anyone; what's the secret behind getting your message re-tweeted over and over again – and so much more!

In this presentation you will master how to build and expand your business, fame and influence by building relationships in traditional and social media with free publicity. Whether it's TV, radio, print, twitter, or even influential bloggers, you will leave this session with a new level of mastery to get more business or a new promotion.



How to Avoid Interview Mistakes & Become a Media Superstar

Are you ready to be more calm, confident and powerful on-camera with traditional and social media, exponentially growing your business or career?

Over the last 20 years, six-time EMMY® award winner Shawne Duperon has interviewed most presidents, hundreds of celebrities and sports stars, and has trained thousands across the globe. She knows what it takes to be exquisite on-camera and how one "bad" interview could ruin your hard-earned reputation in a matter of minutes.

Whether you intend to be on the news or simply in a video for your own company, Shawne will dramatically increase your media know-how so you look comfortable and authentic on the small screen.

In this session, you'll discover the biggest interview mistakes and how to avoid them, how "NOT" to sound like a commercial and have reporters run away screaming and how to masterfully manage any media questions.

From traditional media – TV, radio and print, to social media – Twitter, Facebook, and YouTube, you will leave this session with 100% improved on-camera skills, regardless if you're brand spanking new, want to drive traffic to your Facebook page or you've been "doing" traditional media for 20-years.

To find out how Shawne Duperon can help make your next event a success, call: 1-877-759-4599

Rave reviews for Shawne Duperon ...

"Hands down the best speaker we ever brought in."

"She isn't just a home run. She's a grand slam!"

"I will never network the same again."

"Shawne shifted our entire corporate communication strategy."

"We got on TV 18 times this year alone. Thanks Shawne."

"I've doubled my business in six months."

"The best speaker I have ever seen."

"She is unconventional and so much fun. Hire her!"

"The best way to open our conference."

"Shawne takes the fear out of social media."

"Her content is rich and she is funny. The audience was in stitches the entire time."

Partial Client List

Clients include startup ventures, entrepreneurs, corporations, associations, and convention groups interested in reducing risk, gaining a competitive edge, increasing profits and growing media exposure.

Aetna, Disney, Comerica Bank, Health Alliance Plan, Comcast, Public Relations Society of America, Beaumont Hospital, Ford Motor Company, Chrysler, General Motors, Scotia Bank, The Ideal Group, Arab American National Museum, Association of Latino Professionals in Finance and Accounting, Town Planners, Royal Canadian Mounted Police, Better Business Bureau, University of Michigan, DeVry University, Women in Communication, eWomen Network, Bosch, CE Lasers, Investors Group, Womanition, Newman's Own, Huntington Bank, University of Calgary, Michigan Municipal League, Parker College of Chiropractic, Michigan Association of Chiropractic, WBENC, DTE Energy, Campbell-Ewald, and many more!

**Get Shawne for
Your Next Event!**

1-877-759-4599

www.ShawneTV.com

About Shawne Duperon

This six-time EMMY® award winner is best known for positioning people and their products and services for exponential exposure through proven marketing and innovative relationship building in networks and media.

Thousands of people benefit from her corporate on-site presentations, public seminars and training resources. Shawne speaks across the globe. Whether it's Africa or the UK, you and your audience will increase marketing results and brand exposure through exquisite networking and relationship building in traditional and social media.

TO MEETING PLANNERS:

I KNOW HOW DIFFICULT IT CAN BE TO SELECT THE RIGHT PROFESSIONAL SPEAKER FOR YOUR CONVENTION, ASSOCIATION MEETING OR SALES EVENT. I'VE BEEN HELPING ORGANIZATIONS INCREASE EXPOSURE, BRAND RECOGNITION AND PERFORMANCE; RE-IGNITE CREATIVITY AND INNOVATION; GAIN A COMPETITIVE EDGE BOTH ONLINE AND OFF; AND IMPROVE THEIR RESULTS TO BOOST TRADITIONAL AND SOCIAL MEDIA EXPOSURE, SALES AND PROFITS IN A VARIETY OF INDUSTRIES.

WHEN YOU SELECT ME FOR YOUR GENERAL SESSION, BREAKOUT PROGRAM OR EVENT, I'LL CREATE A CUSTOMIZED PROGRAM THAT'S TARGETED TO EXCEED YOUR EXPECTATIONS. YOUR ATTENDEES RECEIVE A PROGRAM THAT'S FAST-PACED, FUN, AND PACKED WITH USABLE INFORMATION ON HOW TO IMPROVE THEIR RESULTS - AND YOU'LL GET THE CREDIT FOR ARRANGING IT!

- SHAWNE DUPERON



Meeting Planners and Clients Love Shawne Duperon...

“Shawne Duperon is off the hook. She had our entire chapter laughing, engaged and learning in a powerful way. She is the BEST speaker our chapter has ever brought in. Hire her!

– *Fanita Borges*
ALPFA

“Wow, a great style of delivery. In just an hour I learned so much. Insightful!”

– *Luanne Irvin*
Girl Scouts

“She kept everyone engaged during the whole program. Fantastic event.”

– *Lyda Wilcox*
Huntington National Bank

“I definitely got out of my comfort zone. Inspiring.”

– *Courtney Dobkin*
Deloitte

“This was a great introduction into the world of social media and powerful networking. Content rich, lots of information packed into a couple of hours.”

– *Ellen Curtis*
Northwood University

“The most powerful training I have ever seen for media. Absolutely a fantastic blueprint for anyone who wants free media attention.”

– *Troy White*
Responsive Direct Marketing

“The interaction and the energy was spectacular. What a unique and inspiring session.”

– *Mary Rodino*
Comcast

“Shawne completely changed the way I look at things, especially networking.”

– *Priscilla Gomez*
Verizon Wireless

“Incredible information. Networking was presented in such a different way.”

– *Monica Schwenk*
Weber Applied Tech College

“Shawne is media expert on steroids.”

– *Brian Lee*
HealthCare Service Excellence Institute

“This program has opened my eyes to how I can introduce the National MS Society to the world.”

– *Bill Pikarski*
National Multiple Sclerosis Society

“Shawne Duperon is just so dynamic. I could listen to her all day. She is really up to date in everything she teaches. It is one of the best seminars I have ever attended.”

– *Oscar Mendoza*
Saginaw Area Catholic Schools

“I learned more about networking effectively from Shawne in 30 minutes than in the last 30 years!”

– *Joe Knopp*
Hamburg-Pinckney Insurance



**Call today for fees
and availability:
877-759-4599
www.ShawneTV.com**