



A Special Session with Keynote Barry Maher

Telling Your Story: Presenting Your Ideas, Your Vision, and Your Products

Wednesday, Sept. 17, 3:00 – 5:00 pm

Our industry needs leaders who are able to communicate effectively - whether the topic is promoting the use of plants in interior environments, the value of getting involved in planning PIA and CalScape education programs, or mentoring promising colleagues.

The CalScape Planning Committee has created this terrific session opportunity with the hope and expectation that each participant will use these skills as they give something back to the interiorscape industry – perhaps at CalScape where they are making a presentation, perhaps when they get home and have the opportunity to deliver a Green Plants for Green Buildings CE session.

Designed to strengthen the speaking skills of our industry's leaders, this session with CalScape's keynote speaker Barry Maher will guide you in learning presentation strategies that will help you not only in your professional world of sales and management, but in almost every aspect of your life. Learn how to tell your story authentically and persuasively in Barry's private session.

Registration Eligibility:

- Your company must register at least four people for CalScape Expo seminars or the Exhibitor Showcase.
- Using the CalScape registration form, register one of these four people for Barry's session.
- Registration is on a first come, first serve basis. A waiting list will be taken once the class size limit is reached.
- Participation is limited to one attendee per company.
- Additional registration fee applies.
- Limited to 20 participants.

Speak Up to get the most from this session:

- Please prepare a 2-3 minute speech that includes an introduction, your mission, and/or your product. After the introduction, your speech should have a point.
- Be ready to be evaluated.

How to Register:

- Fax in the registration form from the [convention brochure](#)
- Register online through the [CalScape Expo website](#)

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