



“Dear Eric, On behalf of the USMA please accept our thanks for presenting a workshop on public speaking at our recent conference. The responses were very favorable— here is a sample we received from your presentation:

-Best session in the conference providing tips I can take back to work and use

-Covered a lot of material in a short time in a very effective manner— a beneficial and efficient use of time!

-Good interactive session

Your session was considered one of the best for delivering easy to implement ideas for performing more effectively in day-to-day business. I also found your observations and presentation style made the session highly memorable.

Thanks for being so easy to work with.”

Philip W. Arbuckle
USMA Conference Manager

CASE STUDY

Company:



Category: **Session Leader**

About USMA: USMA stands for the Utility Supply Management Alliance which every year holds an annual conference attracting Electric and Gas Utility companies. The goal of USMA is to have a better understanding of the workings of the supply chain to provide its customers techniques and tools for profit.

Current Situation: USMA every year attracts the top talent in the industry to present at their conferences held in world class facilities. A majority of the people attending were from the purchasing or the supplier side. Many have to give presentations to upper management.

Reason: USMA hired Eric to conduct a concurrent session on “How to give Effective Presentations to Upper Level Management.”

Results: Eric held a concurrent session and succeeded in meeting the program’s objective. Eric tailored his presentation for this particular industry and conducted interviews ahead of time. The room was full and everyone was entertained and educated. Eric is currently working with a USMA representative to come back for next year’s conference on a different topic.

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