



Workshop Offerings

Branding: It's Not Just for Cattle Anymore

Date: Tuesday, February 9, 2010, 2-4pm

Instructor: Rebecca Martin

Cost: \$75

A brand identity is the strategic and visual foundation for all communications, identifying the customer's perception of the business. Learn the fundamentals of branding as a marketing technique.

____ Register me

Communicating Across the Generations

Date: Thursday, March 4, 2010, 2-4 pm

Instructor: Rebecca Martin

Cost: \$75

Today there are more generations currently in the workplace simultaneously than ever before. Learn the unique communication patterns of the generations and how best to reach them in the office and the marketplace.

____ Register me

Effective Business Writing

Date: Fridays, April 16 & 23, 9-Noon (2 classes)

Instructor: Dr. Robert Hass

Cost: \$125

This course will help individuals recognize common grammatical errors in writing, present proper formatting for common business documents, understand professional protocol for hard-copy and e-mail writing, improve writing ability through choice of appropriate action verbs, minimize repetition in text, and employ correct punctuation.

____ Register me

Essentials of Communication Management

Date: Wednesday, April 21, 2010, 9am-4pm (Light lunch included)

Instructor: Rebecca Martin

Cost: \$190

There are nine functions in the communication process relative to both internal and external audiences. This workshop will address these functions and their integration as part of a systemic communications plan.

____ Register me

Have I Got A Proposition For You!

Date: Tuesday, March 9, 2010, 2-5pm

Instructor: Rebecca Martin

Cost: \$85

How do you deliver value to your customers, clients or members? This workshop will address the development of an organization's value proposition, the communication of that value, and how to measure the proposition's effectiveness.

____ Register me

Introduction to Microsoft Word 2007

Date: Wednesday, March 10, 2010, 8-Noon

Instructor: Dr. Monty McAdoo

Cost: \$85

Through lecture and hands-on activities, participants will learn how to navigate and customize the basic interface and Quick Access Toolbar; learn basic word processing concepts and principles; develop familiarity with basic text formatting options; and learn how to insert headers/footers. Prerequisite: Basic keyboarding, typing and Windows navigation skills. No familiarity with Word 07 required.

____ Register me

Intermediate Microsoft Word 2007

Date: Wednesday, March 10, 2010, 1-5 pm

Instructor: Dr. Monty McAdoo

Cost: \$85

Through lecture and hands-on activities, participants will learn how to: create and manage tables; insert and work with shapes, pictures, and other graphical images; how to change document backgrounds (including watermarking); and how to use mail merge to create letters and labels. Prerequisite: A working knowledge of basic word processing skills and principles.

____ Register me

Visit us at: www.edinboro.edu Keyword: Continuing Education

Location: Edinboro University in Meadville—The Joseph T. Buba Center, 789 Bessemer St., Meadville, PA 16335



EDINBORO UNIVERSITY

in Meadville - The Joseph T. Buba Center

Workshop Offerings

Interview Training Overview

_____ Register me

Date: Wednesdays, February 10 & 17, 2010, 1-4 pm (2 classes)

Instructor: David G. Stephany

Cost: \$125

In this program, participants will be exposed to the elements and best practices of the interview process and provided the opportunity to conduct practice interviews. Topics covered include: Interview Overview; Effects of Hiring the Wrong Person; Preparing for the Interview; the Interview Environment; the Interview Process; Effective Solutions for Interview Problems; Common Interview Mistakes; Documenting the Job Interview; Pre-Employment Inquiries; and Chart of Legal Questions.

Leadership, Supervision & Organizational Effectiveness

_____ Register me

Date: Wednesdays, March 17, 24, April 7 & 14, 1-4 pm (4 classes)

Instructor: David G. Stephany

Cost: \$180

The purpose of this program will be to explore Organizational Effectiveness, discuss the Challenge of Leadership, and examine areas critical to the effective Supervision of People. This training session will consist of four modules: (1) Organizational Effectiveness; (2) Basic Areas Critical to Effective Supervision; (3) Leadership Skills & Motivational Techniques; and (4) When Problems Occur—Assessing Performance & Taking Action.

Membership: What Do People Want?

_____ Register me

Date: Tuesday, February 23, 2010, 2:30-4:30 pm

Instructor: Rebecca Martin

Cost: \$75

The lifeblood of membership-based organizations is the people who belong to it. Learn the life cycle of active member participation and how to keep members engaged in your mission.

Performance Management Process Training Overview

_____ Register me

Date: Wednesdays, February 24 & March 3, 1-4 pm (2 classes)

Instructor: David G. Stephany

Cost: \$125

This training program will explore the “best practices” in performance management and review the key elements of the process along with the introduction of performance appraisal forms that can be utilized to complete the process and ensure that meaningful dialogue has occurred. The class will cover how to: hold people positively accountable; motivate employees to Do & Learn More; consistently manage the business through the maximization of the Human Resources; and make the organization more efficient, productive and profitable.

Protect Your Company—Security/Crime Prevention Survey

_____ Register me

Date: Monday, April 26, 2010, 1-4 pm

Instructor: Dr. George Richards

Cost: \$125

The first step in determining the possible crime and security risks your organization faces is to conduct a survey of both personnel and premises. During this seminar, participants will learn various types of security surveys, procedures for conducting surveys, how to interpret the information collected, and steps necessary to implement what you’ve learned.

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Location: Edinboro University in Meadville, 789 Bessemer St., Meadville, PA 16335

Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Return completed registration form to: Edinboro University in Meadville—The Joseph T. Buba Center, 789 Bessemer St., Meadville, PA 16335. Fax to 814.337.7495 or email cdstiller@edinboro.edu.

Please make checks payable to Edinboro University of Pennsylvania.

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