



**FOR MORE INFORMATION:**

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# APEX

Communications  
Training



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PEX Communications Training coaches professionals at all levels of an organization to present their ideas clearly,

concisely, and persuasively. We use a strategic and proven approach that addresses the specific concerns and needs of key audiences. Our customized communications model helps participants manage media interviews, presentations, speeches, meetings and sales meetings.

Through our interactive and comprehensive communication training modules, participants will learn the influential verbal and non-verbal communications skills essential to generating immediate results.



#### Four training modules are available:

- Media Training
- Presentation Training
- Leadership Communications Training for Executives and Managers
- Sales Communication Training

APEX Communications Training modules are available in full and half-day group seminars, as well as one-on-one coaching sessions that accommodate individual schedules.

#### The training seminars are structured as follows:

- Introduction and overview of communication strategy
  - How to motivate desired actions and behaviours
- Simulated interview/presentation/meeting
  - Each participant will conduct a mock interview/presentation/meeting on tape. The purpose of the exercise is to test their skills at managing a successful interview or leading a presentation in order to get a message across in a clear, concise manner
- The facilitator will critique and analyze each taped performance



“ My thanks to you for another great session with our Divisional Managers. They all see the value that this training session has for their roles. And, as usual you did a great job in presenting and facilitating this session.”

CAROLINE DABU  
Vice President, Marketing and Client Strategy,  
BMO Financial Group



**Our firm has worked closely with APEX over the past year to offer the Communications Training workshop to our senior leaders and branch managers. APEX does a great job facilitating these sessions, engaging participants and providing them with an easy and simple formula to follow. As a result of attending this training session, our team members feel they have started to develop more effective communications/presentations that engage their audience. I would not hesitate recommending this workshop to anyone who is looking to develop stronger communication/presentation skills.”**

SHANE MUNGAL, Marketing Manager, BMO Nesbitt Burns

## **MEDIA TRAINING**

Knowing how to get a message across to the media will help promote an organization’s business objectives, as well as protect and enhance its reputation. With some sound bytes being only mere seconds, it is crucial to ensure spokespeople be perceived as experts in their field.

### **What will participants learn?**

Our APEX communication experts will teach company spokespeople and industry experts the necessary skills to be confident, comfortable and to take control of each media interview.

### **Skills to be covered in the module include:**

- Effective content positioning
- Interview strategies and an overview of how the media works
- Bridging techniques
- Print interviews versus broadcast interviews
- Reporter mandates
- The value of diplomacy
- Body language and performance
- Building effective proof points
- Media relations protocols and relationship building techniques

### **Who should attend?**

- Executives
- Project managers and team leaders
- Media spokespeople
- New business presenters
- Human resources representatives

## **PRESENTATION TRAINING**

Mastering strategic communications and public speaking is essential to delivering compelling and persuasive presentations.

### **What participants will learn?**

The Presentation Training module focuses on both the content and delivery of a presentation. The training facilitator will critique and analyze each presentation in order to highlight strengths and opportunities for improvement.

### **Skills to be covered in the module include:**

- Presentation theory and strategies
- Effective packaging of content
- How to induce and motivate desired actions and behaviours
- Performance techniques
- The dos and don’ts of technology

### **Who should attend?**

- Executives and team leaders
- Brand and project managers
- Consultants
- Sales professionals



**“I found the media training/presentation exercise very valuable. APEX’s step-by-step approach was intuitive and his session provided an easy to remember format that one can use with confidence when addressing the media. I would highly recommend APEX to anyone interested in receiving media training.”**

SUSAN CROWE  
General Manager, Office Supplies Business Unit,  
Business Development, GRAND & TOY

## COMMUNICATION TRAINING FOR SALES PROFESSIONALS

Research shows when people make a purchase, they generally buy with their emotions and then justify their decision with logic later. If professionals want to succeed in business, they need to learn and understand how using psychology can set them apart from the rest of their competition, thereby taking their business to the next level. Sales Training will equip participants with the necessary skills to be a top sales professional.

### What will participants learn?

The module will take participants through the sales training methods, as well as demonstrate practical tools for improving the odds of compliance.

### Skills to be covered in the module include:

- Sales training methodology
- How to apply psychology to sales and marketing
- How to increase the odds of making the sale
- Understanding what's going on in the client's/consumer's mind

### Who should attend?

- Sales teams
- Marketers
- Consultants
- Entrepreneurs

## LEADERSHIP COMMUNICATIONS TRAINING FOR EXECUTIVES AND MANAGERS

Employee and team satisfaction is critical to the bottom line results of a business. Leadership Communication Training for Executives and Managers will help give participants the tools to be more efficient and effective at motivating team productivity, creativity and satisfaction.

### What will participants learn?

This module takes business professionals through simulated team meetings, including mock question and answer sessions in order to highlight individual strengths and opportunities for improvements.

### Skills to be covered in the module include:

- Importance of non-verbal communications
- Importance of small communications – short, informal communication between managers and employees
- Performance tips (space management, use of technology and visuals, body language)
- How to increase the odds of initiating change

### Who should attend?

- Managers
- Executives
- Professionals who manage a team of more than two people



**The communications training provided by APEX was an eye-opening experience. The facilitator's ability to help distill the critical messages into easy-to-deliver information snippets aided enormously in some recent press events I participated in. Having yourself videotaped while making a speech is part of the training and while it can be quite a humbling experience, it can also be a hugely useful tool in ensuring you not only communicate the right information but also communicate it with the right tone, inflection and mannerisms. I have made attending a training session prior to any public relations/media presentations or interviews mandatory for our marketing team!"**

TED ARNOLD,  
President, Kao Brands Canada