

**"Speak To Be Heard: Why Presence Matters and How to Master It"**

with speaker Chiara Motley of GK Training and Communications

Hosted by presenting sponsor Bayer Corporation at 100 Bayer Blvd, Whippany, NJ 07981



**Chiara Motley**, lead executive coach, GK Training and Communications, has an extensive background in coaching and entrepreneurial development. Chiara specializes in professional presence, vocal production, poise, composition and movement training, helping her clients to communicate effectively, with poise, confidence, physical grace and clarity.

**Sponsorship Deadlines**

**Commitments Due:** 30 August

**Payments Due:** 6 September

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**SEMINAR SUMMARY**

Our habits of behavior and interaction with others impact how we are perceived and, hence, what opportunities we are afforded across all sectors and stages of our lives.

Based on Chiara's lauded 2018 HBA Annual Conference workshop, this three-hour seminar will combine peer-reviewed research with proprietary insights and exercises to help women and men better assess and cultivate their unique executive presence.

The program considers an array of gender habits and cultural expectations and biases that commonly affect how women are perceived and misunderstood. Group and individual exercises facilitate personalized insights and experimentation with new patterns of presentation and engagement.

**AGENDA**

- 1:30-2:00 PM Registration
- 2:00-2:15 PM HBA and sponsor open program
- 2:15-5:15 PM Workshop
- 5:15-5:30 PM HBA and sponsor close program
- 5:30-6:30 PM Networking reception

**REGISTRATION**

Seminar registration is available at:

<http://bit.ly/19REGNYNJ1007>

**Early bird pricing - before 30 August**

Members - \$100 / Nonmembers - \$150

**Regular pricing - after 30 August**

Members - \$125 / Nonmembers - \$185

**SPONSORSHIP OPPORTUNITIES**

**Reception Sponsor - \$4,000**

**Benefits:**

- Logo and name recognition across marketing and event materials
- Five passes
- Opportunity to introduce reception

**Program Sponsors - Various Levels**

**Benefits/Levels:**

- Logo and name recognition plus complimentary passes:
  - Diamond level - \$2,000 / Four passes
  - Gold level - \$1,500 / Three passes
  - Silver level - \$1,000 / Two passes

**Benefits of sponsoring regional seminars**

**Structure/Content:**

- Regional seminars are **longer programs** delivering more in-depth educational content and expanded networking opportunities
- Longer time commitment and slightly higher price tag = **greater investment by participants, more predictable outcomes**

**PR/Marketing and Engagement:**

- Regional seminars are **promoted to larger audiences**, including individual members and partner companies in New York and North and Central New Jersey.
- Regional seminars **receive greater emphasis** from HBA Central, NY/NJ Regional and chapter marketing, corporate relations and volunteer engagement teams.