

Date: May 8, 2003

Re: Lisa Marshall's presentation skills workshops

To whom it may concern:

I highly recommend Lisa Marshall's presentation skills workshops. Recently, she presented four workshops to faculty here in the School of Medicine at the University of Pennsylvania. The reviews she received from both our senior and junior faculty were superb, and I immediately booked her for repeat performances in a few months' time. An excerpt from one of many enthusiastic reviews follows here:

"Your two talks were a smash hit with me and all of my colleagues with whom I've spoken. ...your points about slides were especially useful, particularly the critique of 'real' slides. The advice regarding organization of talks and the section on handling disasters were important areas nobody ever helped me with. I would recommend this seminar with great enthusiasm to colleagues elsewhere. And, overall, I think you provided a valuable service that somehow is overlooked in educating medical faculty."

One reason her program was so well received was that her material was fresh and far from generic, as opposed to the material of many other vendors with whom I am familiar. Before the program, she solicited samples of slides from our faculty and worked them into her own presentation. The result was a highly customized program with examples tailored to faculty in academic medicine.

Another reason our faculty enjoyed her presentation is that Lisa is clearly "comfortable within her own skin." As a result, faculty who are typically introverted and occasionally antagonistic opened up and engaged in an easy give-and-take with her. This inter-activity made the session fly by.

If you would like any more details about Lisa's presentation skills program, please give me a call at 215-898-7160.

Sincerely,

Mary Blitzer Field, M. Phil.
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