

# DEMO 09 Conference Preparation Workshop

This intensive one day workshop will give you tremendous insight into what it takes to be ultra successful on stage at DEMO. It is led by **Nathan Gold**, a two-time winner of the DEMOgod Award.



Attending this workshop will give your presenters a definite edge on stage over the competition.

You will see what it takes to get prepared to be the best you can be on stage. It will also help you make sure that the investment you make in the conference is well worth it.

We will not only teach how to present with incredible enthusiasm, you will learn our proven formula for sequencing your demo in a way that will keep the audience on the edge of their seats.

## TOPICS

- What is really takes to be ultra successful on stage at DEMO
- How to choose who will be on stage
- How to zero in on the main theme of your demo
- How to make your product demo stand out from others on stage
- How to sequence your demo for maximum impact on the audience
- How to write and evolve your script over the weeks before the conference
- Tips and tricks for learning your script
- How to practice and prepare
- Backup plans and how to use them in case of an emergency on stage
- How to work with the A/V crew to maximize your chances of success
- What to wear and how to navigate the stage



Call **+1.800.221.0782**  
International +1.510.400.7917

[www.democoach.com](http://www.democoach.com)



How much? **\$995 per person.**

Save **\$200 per person** when you register more than one person from the same company.

**NOTE:** Your identity at this workshop will remain a secret. The people attending this workshop will not know what company you work for or what product you will be announcing. We want to make sure that you continue to keep your edge over the competition until you announce your new product at the conference.

# DEMO 09 Conference Preparation Workshop

In this workshop, you will **take your demonstration skills to the next level.**

This workshop is only for companies chosen to present at the upcoming **DEMO 09 Conference**. It promises to give each attendee an insider's view of what to expect, how to prepare, and how to make the best use of your time on stage.



You will **learn to present your product** in a way the audience really likes: short, to the point, and covering those benefits that will get people to mob your booth in the demo pavillion.

**Call today!**

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A ineffective demo can make the audience lose interest in the product you are trying to present. In some cases, it may even generate a negative reaction, because it leaves the audience wondering about your ability to perform as a company.

A power demo, on the other hand, is like a magic wand that moves things along. A power demo will not only transfer your enthusiasm to the audience, it will motivate them to take action.

A graphic for the DEMO 09 conference. It features a stylized clock face with a green hand pointing to the 12 o'clock position. The text reads: "The Momentum Continues", "March 1-3, 2009", "Palm Desert, CA", "REGISTER NOW" (in a green circle), "DEMO 09" (with the 0 as a clock face), and "The Launchpad for Emerging Technology".

The Momentum Continues  
March 1-3, 2009  
Palm Desert, CA  
REGISTER NOW  
DEMO 09  
The Launchpad for Emerging Technology

**Register NOW!**

Pick your date!

Workshop duration: 9:00 AM – 4:30 PM

Redwood Shores, CA

Sunnyvale, CA

February 4, 2009

February 11, 2009

or

or

February 5, 2009

February 12, 2009

**Seating is limited to 10 people in each workshop.**

Our one-on-one DEMO 09 Conference Coaching is limited to only a few companies because of the intense schedule and time required. There are simply too many presenters at the conference for us to coach everyone individually. That's why we are offering this DEMO 09 Conference Preparation Workshop. Anyone from your company can attend. However, the most important people are the people planning to be on stage.