

# The Orator

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## Learn Speaking Skills

Openings are still available in the ASIS complimentary Train-the-Trainer session prior to the ASIS Seminar and Exhibits. The session will take place Saturday, September 10 and Sunday, September 11. The hours will be 9 am—4 pm and 9 am—3 pm respectively.

Individuals with all levels of experience are encouraged to attend. Pre-registration is encouraged and space is limited. Contact Valerie Marino via phone 703-518-1510, fax 703-518-1517, or email at [vmarino@asisonline.org](mailto:vmarino@asisonline.org). ■

## ASIS 51st Annual Seminar & Exhibits

Don't miss this year's Annual Seminar: September 12-15 in Orlando, Florida. Make priceless connections with security, government, and business professionals from around the world.

Choose from 135 sessions plus inspiring general sessions covering the gamut of security management interests. From homeland security to computer security to crime/loss prevention and more, you'll find the topics critical to your success. And this year, we're pleased to present **General Colin L. Powell, USA (Ret.)** as the keynote at the general session on Tuesday, September 13.

See and compare the latest innovations in security products, technologies, and services. In 2004, a record-breaking 842 companies in 2,245 booths covered 624,371 gross sq. ft. of space. And exhibits-only registration is FREE!

For detailed program information, visit this link:

[www.asisonline.org/education/programs/noframe/2005seminar/default.html](http://www.asisonline.org/education/programs/noframe/2005seminar/default.html)

### Mark Your Calendar Now for Future Dates and Locations

September 25-28, 2006. San Diego, CA

September 24-27, 2007. Las Vegas, NV

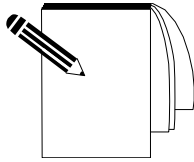
September 22-25, 2008. New Orleans, LA

September 21-24, 2009. Anaheim, CA

September 27-30, 2010. Philadelphia, PA

For information on presenting at the 2006 Seminar, visit this link:

<http://www.asisonline.org/education/programs/callForPresentations.xml> ■



## In Development

The Programming Division staff is busy developing additional training tools for ASIS membership. Following is a list of such items and their status. If you have ideas for similar projects, please contact Karen Krzmarzick at [kkrzmarzick@asisonline.org](mailto:kkrzmarzick@asisonline.org) for a new project plan form.

### CPP Review Online

As you may know, the CPP exam changes this month. The online program, originally developed in 2001, is being completely revamped to correspond with the new eight domains. The new program will stand-alone modules corresponding to the eight domains. Students will have the option of taking all modules or just a few. Modules will be released as they are completed with the first module being introduced later this month and the final module being introduced before the end of the year.

ASIS extends a special thanks to course developers, Jim Bomba, CPP, and Philip Deming, CPP.

### Virtual Forums

Two years ago ASIS unveiled the virtual forum—a ninety minute monthly presentation given via the web and telephone. Sessions are chosen from the previous year's Annual Seminar. These programs have been extremely successful.

Thank you all the volunteers who have presented or who are scheduled to present an English Language virtual forum.

At the request of the Spanish-speaking community, ASIS will be offering two Spanish Language Virtual Forums this year. ASIS extends a special thank you to Aurea Guzman, CPP, who will be teaching these programs.

For more information, visit this link:  
<http://www.asisonline.org/education/programs/virtual/virtual.xml> ■

## Promoting Education

Ever wonder how ASIS programs are promoted?

Below is the marketing plan currently in effect for all ASIS classroom programs.

### Security Management Calendar

5 to 6 months prior to program

### Security Management or Dynamics Ad

4 months prior to program

### Brochure Mailed

3 months prior to program

### Text Email

3 months prior to program

### HTML Email

8 weeks prior to program

### Postcard

6 weeks prior to program

### Quick Links Electronic Newsletter

4 weeks prior to program

### Text Email

4 weeks prior to program

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### **Reminder**

*In order to meet this schedule, classroom program copy is due no later than 5 months prior to a program.*

*Please help us meet these deadlines. ■*

# How To Handle That Dreaded Q&A Period

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<http://www.ljlseminars.com>

Many presentations today are followed up with a question and answer period. To some people this can be the most exciting part of the presentation. To others it can be their worst nightmare. In fact, there are some presenters who purposely avoid the question and answer period all together. Below I have provided a 5 step approach to handling questions along with some additional tips to make your next question and answer session go smoother.

## Listen to the entire question

Listen to the entire question before you begin to answer any question. Not waiting to hear the entire questions can result in you providing a response which had nothing to do with the question. Force yourself to listen to the entire question and make sure you understand the question.

**Pause** and allow yourself time to value the question and listener. Repeat the question out loud so the entire audience can hear it. It is important that everyone "hear" the question or the answer you provide may not make sense to some. Repeating the question will allow you additional time to evaluate the question and formulate a response.

**Credit The Person** for asking the question. You may say something like, "That was a great question" or, "Glad you asked that question" or even, "I get asked that question by

many people". One word of caution. If you credit one person with asking a question, be sure to credit everyone for asking a question. You don't want people to feel their question was not as important.

**Respond to the Question** honestly and the best you can. If you do not know an answer to a question, do not try to fake it. Be honest, and tell them you do not know but do promise to research the answer for them and do get back to them.

**Bridge** to the next question by asking them a question. "Does that answer your question?", "Is that the kind of information you were looking for?". This is critical. Once they respond to you, "YES" you now have permission to go on to the next person. This also gives them one more opportunity to say, "No" and allows them to clarify their question by asking it again.

## Additional Tips on Handling Questions

A. Ask people to stand up when they ask a question. This does two things: (1) It shows you more readily who is asking the question, and (2) It make it easier for the audience to also hear the question.

B. Have small sheets of paper available for people to write down their questions during your presentation. They may forget what they were going to ask earlier.


C. Allow people to pass the questions to you if they feel uncomfortable standing up and asking the question out loud. This gives the person who truly wants to ask a question an option.

D. Always repeat the question - this

does three things: (1) it makes sure you understand the question, (2) it gives you a chance to value the question and think of an answer, and (3) it assures the other people in the audience can hear the question.

E. Always take time to think "before" you answer all questions. This allows you time to think. Do the same for those questions you readily know the answer for. Responding too quickly to those questions you are most comfortable with will only bring attention to those questions you are not.

F. Have a pencil and paper available for you to write down questions you can't answer. Select someone to record the questions on paper. This way, you can properly follow up with the person who asked the question you couldn't answer. Be sure to get their name & phone number or address. Promise to get back to them and do get back to them. □



## Faculty Search

Are you interested in serving as an ASIS instructor? Openings are available in many ASIS programs as backup or permanent faculty.

If you are interested and have previous speaking experience, email your resume along with three references to  
Karen Krzmarzick at  
[kkrzmarzick@asisonline.org](mailto:kkrzmarzick@asisonline.org).  
Please indicate topics on which you can present ■

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**asisonline.org**

*Advancing Security Worldwide*

## Meet the HQ Staff: Gayle Reuter

Gayle is the Educational and Council Liaison for ASIS International. She is responsible for oversight of the association's 32 councils\* and their activities. Gayle has worked at ASIS for eight years. Prior to joining ASIS she worked as the Director of Membership and Marketing for the Alexandria YMCA. She also served as Executive Director for Alexandria Christmas in April, as well as the Potomac West Business Association. Gayle holds a BS in Law Enforcement and Corrections from Truman University.

\* ASIS councils are listed at this link:  
[www.asisonline.org/councils/index.xml](http://www.asisonline.org/councils/index.xml) ■

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