

Workshop University®

KEYNOTES • WORKSHOPS • WEBINARS

WITH JEAN M. DIGIOVANNA

Giving a great speech isn't enough anymore. Companies and associations want more than a speaker who can get a standing ovation at their event – they want a speaker who will generate lasting results. Workshop University® specializes in turning keynotes into experiential workshops, webinars and trainings that get speakers more bookings and deliver more impact for their clients. That's why "Double Your Bookings" is the perfect talk for your NSA Chapter.

Double Your Bookings:

Turn Your Keynote into an Experiential Workshop

Deliver a keynote and get booked once. Deliver deeper learning experiences and get booked multiple times by the same client. These deeper learning experiences distinguish you from your competition and offer your clients greater ROI.

In this session, presented by Jean M. DiGiovanna, CPCC, founder of Workshop University, you will walk away with techniques to immediately transform your keynote into a high-impact workshop that creates lasting change. You'll learn specific exercises to engage your audience and lock in the learning to create lasting impact. Remember: High-impact leads to repeat business. It's time to stop leaving money on the table.

Developed specifically for NSA Chapters, this talk is 45-180 minutes, customized to meet your Chapter's needs.

About Jean M. DiGiovanna

A master of experiential learning – a powerful approach that creates lasting results

In the early 1990s, Jean DiGiovanna was tasked with training over 100 new employees a month at a fast-growing, high-tech consulting firm. As she trained hundreds of project teams around the globe to increase teamwork and rapidly assimilate employees, she soon mastered the power of experiential learning.

In 1998, Jean started a corporate training and coaching business, which led to the creation of Workshop University. Here, she helps thousands of entrepreneurs share their unique message. A professional speaker and certified coach, Jean is backed by over 20 years' experience in learning and development. She has been a member of NSA since 2005 and has presented both internationally and nationally.

Jean was named a Top 10 Coach of Boston by *Women's Business Boston*, and her articles have been widely published. She is co-author of *Success is a State of Mind* alongside Mark Victor Hansen, Les Brown and Deepak Chopra and author of *Wake Up To Your Life: Powerful Monthly Workouts for the Mind, Heart & Soul*. A resident of Boulder, Colorado, Jean loves to ski fast, bike leisurely and dance to live Latin music.

Jean M. DiGiovanna

President Workshop University®

Learn how to
deliver experiential
workshops that
offer lasting
change!

"We asked Jean to speak at NSA-Colorado, and we are so glad we did. We have a discriminating audience with lots of CSPs and CPAEs who demand tactical and high-level information. She wowed them all! Everyone left with information they could use right away to make their talks more experiential and get more bookings. Jean's talk is tailored perfectly to the needs of NSA members, and I highly recommend her for any chapter."

*~ Traci Brown, VP of
Programs and President-
Elect, NSA-Colorado*

Jean M. DiGiovanna

303-413-8001



jean@workshopuniversity.com
www.workshopuniversity.com

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Double Your Bookings: Turn Your Keynote into an Experiential Workshop

My commitment:

To help speakers get more business beyond the stage. When speakers know how to turn their keynote into a powerful workshop, breakout or training course, they can make an even greater impact for their clients, get more bookings, and make more money.

My promise:

- ◆ Deliver a highly engaging, highly interactive, customized session for your NSA Chapter.
- ◆ Give attendees specific actions to get tangible results immediately.
- ◆ Be flexible with my availability and how I can serve your Chapter. Coordinate with you to make this as easy as possible, at the lowest expense. I'm a low-maintenance, high-performance speaker.

My request:

- ◆ Let's work together to clarify your Chapter's needs and the length of my talk.
- ◆ Please provide a table for additional information and for product sales.
- ◆ During my session, I make a free gift offer that will provide attendees the next level of learning. Plus, I can make an offer from the stage (if you would like me to). Also, I will hand out one postcard, so participants can state their interest in my products.

Ready for a high-impact speaker at your NSA Chapter? Contact Jean DiGiovanna now!

303-413-8001

Jean@WorkshopUniversity.com

www.WorkshopUniversity.com

Watch Jean in action with this 4-minute video: <https://vimeo.com/91514277>

"After hearing her speak, I hired Jean to help me transform my Vistage workshop. She reviewed every slide and script, and asked me insightful questions. I implemented her recommendations and saw a huge increase in results. Jean gave me a new way to deliver my material that is much more engaging for participants. They have more fun. They learn more. My scores went up dramatically, and my business has increased because of the way we redesigned my 'Next Steps' handout. I saw an immediate ROI after working with Jean."
~ Merit Gest, Sales Performance Expert & VP of Membership, NSA-Colorado

"When Jean spoke to the NSA-CO Chapter, I found her techniques useful in making my program more interactive. Following that, I hired her, and she helped me transform my keynote into a workshop for business owners that is far more interactive. I'm getting great referrals and reviews, and my product sales increased from 35% to 65%."
~ Richard Bryan, Speaker & Expert on Strategic Leadership

Jean M. DiGiovanna

President Workshop University®

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deliver experiential
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"Jean is an enormous resource in training and effectively managing learning environments. I conduct brainstorming sessions across the US for CEO groups, and I worked with Jean to help me make these more effective and learn how to speak to different learning styles. The improvements were immediately seen and felt by the participants."

~ Heather Lutze, CEO,
Speaker, Trainer, Findability
Inc.,
VP of Marketing, NSA-
Colorado

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