

## Applied Research Corporation Executive to Share Importance of Influential Presentation Skills at Gateway SHRM's May Meeting

METUCHEN, N.J. (May 19, 2009) —

**WHO:** Ray Crew, senior vice president, [Applied Research Corporation](#), a leadership development consulting firm

**WHAT:** Will speak at Gateway SHRM's May meeting on making "[Influential Presentations](#)"

**WHEN:** Gateway SHRM will hold its May meeting May 27, 2009 from 7:45 a.m. to 9:45 a.m.

**WHERE:** ISO Conference Center  
545 Washington Blvd.  
21<sup>st</sup> Floor  
Jersey City, N.J.

For more information, please visit <http://gatewayshrm.shrm.org>.

**DETAILS:** When influential leaders speak, people listen, commit and act. Even the best and brightest high-potentials will fail if they cannot communicate effectively. With more than 20 years experience, Crew has developed a wide variety of learning and performance improvement strategies for organizations challenged to develop leaders, create customer loyalty, increase sales and improve employee selection and succession. During this presentation – which has been pre-approved for one HRCI credit session - Crew will examine how the ability to impact with the spoken word helps make a successful leader and how communication and presentation skills can be learned.

Attendees will gain actionable skills to help them build influential relationships with audiences and successfully motivate them, while communicating with their personal presence and style. By the end of this informative session, attendees will have gained a deeper understanding of the art of influential presentations and be equipped with several straightforward, powerful tactics for their own presentations.

Crew is one of the trainers for Applied Research Corporation's Influential Presentation course. The Influential Presentation course is available via monthly public workshops or can be tailored for a company's specific requirements. More information about this training course can be accessed at <http://www.influentialpresentation.com>.

**About Applied Research Corporation:**

Applied Research Corporation is a leadership development consulting company specializing in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies. Our clients range from mid-size to global organizations that understand the business value of accelerating the development of key talent. Applied Research Corporation offers the experience and the capacity to support their needs on a worldwide basis. For more information, please visit [www.arclead.com](http://www.arclead.com) or e-mail [sales@arclead.com](mailto:sales@arclead.com).

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**Media Contact:**

Jeanne Achille  
The Devon Group  
(732) 706-0123 ext. 11  
[jeanne@devonpr.com](mailto:jeanne@devonpr.com)