

Dear Friends,

Information about the presentation is included at the bottom of this page.

You are encouraged to bring a friend and arrive early to get a good seat!

This networking meeting is sponsored by the DFW Sales & Business Development Group and open to all professionals!

Tuesday – February 9, 2010

Location: St. Andrew United Methodist Church
Festival Hall (N.E. Corner of Bldg. - 2nd Floor)

7:45 AM – 7:59 AM – Arrival and Sign-In (*Informal Networking*)

8:00 AM – 8:59 AM – Orientation & Announcements (*Landings*)

9:00 AM – 9:50 AM – “29-second Introductions for Professionals”

9:51 AM – 10:00 AM – Follow-up Q&A and Networking

St. Andrew United Methodist Church (UMC)
(1/2 mile east of the Dallas North Tollway)
5801 W. Plano Parkway
Plano, Texas 75093

Map to event: <http://bit.ly/diWXPM>

We hope to see you there.

Best regards, David

David J. Lanners

MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

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Gratias ago ergo sum

"I thank therefore I am."

** THE BEST COMPLIMENT I CAN RECEIVE IS A "THANK YOU" **

FREE program sponsored by the DFW Sales & Business Development Professional Networking Group
Reservations are not required. However, we suggest you arrive by 7:45 AM to be assured of a seat.

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8:00 AM – 10:00 AM

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“29-Second Introductions for Professionals”

(Practical techniques for maximizing the value of your elevator pitch)

This is NOT just a review of stuff you already know: this is a powerful behavior-shaping preso.

If the following questions pique your interest, this presentation will give you practical career tools:

Why should you pause between your first and last name when introducing yourself?

What are the big advantages and disadvantages of attaching a “tagline” to your name?

How do you decide which words will help you be remembered in a more positive way?

Where should you sit or stand in a large group to get maximum benefit from your intro?

Presented by:

David J. Lanners

MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

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“29-Second Introductions for Professionals”

(Practical techniques for maximizing the value of your elevator pitch)



David J. Lanners, MBA (Harvard)

CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

This presentation provides valuable insights for networking professionals and those who wish to be more effective whenever they are introducing themselves. Along with his light-hearted look at serious issues, we get the presenter’s insights into basic principles of first-impression management and communication techniques that can benefit anyone in a professional setting. Attendees who are “between major assignments” will find this presentation helpful in preparing for job interviews and also improving the odds of receiving assistance from others in getting introduced to helpful contacts. Combining proven techniques with a flair for memorability, this presentation will address important principles in creative and interesting ways. We will enjoy learning from a graduate of the Harvard Business School with experience-based qualifications from the school of hard knocks.

David will cover:

- **How to improve first-impression effectiveness using fewer words**
- **Advantages/disadvantages of taglines when seeking employment**
- **Where to sit or stand in a large group for maximum memorability**

Mr. Lanners has refined his skills through more than two decades of delivering executive consulting services and custom (tailored) seminars in operations management, new product development, engineering administration, and project management. Before his most recent assignment as a senior consultant with NEC, Mr. Lanners directed an international consulting firm and held technical, senior advisory and managerial positions with several major high-tech companies. Mr. Lanners has served on the Industry Advisory Council for the SMU School of Engineering and on the Program Advisory Council for LeTourneau University. His community service includes substantial contributions in numerous appointed and elected positions with D/FW area non-profit organizations.

Mr. Lanners received his project management professional certification from the Project Management Institute in 1993 and served three terms as president of the 2,500+ member Dallas Chapter where under his leadership more than 1,000 chapter members earned their PMP certification and the chapter tripled in size in less than three years. Mr. Lanners is certified as a quality auditor, quality engineer, and quality manager by the American Society for Quality. He is also certified at the fellow level in production & inventory management and certified in integrated resource management by the American Production & Inventory Control Society. Mr. Lanners was elected to Beta Gamma Sigma national business honor society and is a member of Mensa and Intertel. He received an **A.E.S.** degree from Normandale College, a **B.S.B.** degree from the University of Minnesota and an **M.B.A.** degree from Harvard.