

## Facilitators:



**Chelston Lee is the Chief Executive Officer of Paramount Communications Inc.** He has a MA in Communications (University of North London). Chelston is a Public Relations and Communications Specialist. For the past 16 years, Mr. Lee provided leadership expertise in media, journalism and public relations. He specializes in speech writing, research, targeted freelance writing, strategic messaging, crisis and image management and reputation repair in corporate and political settings. Known for war room repositioning, Mr. Lee teaches corporate and political leaders how to navigate unique but severe communications challenges. He successfully managed several radio and television newsrooms, and uses his practical experiences to lecture in the US, Canada, the Caribbean and England on media strategy, managing public opinion and courageous reporting. He has served as a reporter/producer for the BBC in London and maintains his affiliation with the Commonwealth Broadcasting Association in London. He also serves as a Public Relations Consultant to the Caribbean Facility at the World Bank in Washington DC.

**Dr. Isaac Newton is the President of Paramount Communications Inc.** He is a graduate of Columbia (Ed.D., International Education and Economics), Harvard (Ed.M., Administration and Social Policy), Princeton (M.Div., Ethics and Public Policy),



and Oakwood University (B.A. Theology and History). He focuses on Organizational Capacity Building, Executive Leadership, Government and Business Relations; Faith Based Solutions to Social Problems; and Political Campaign Management. Dr. Newton is a member of several boards in North America, Africa and the Caribbean. His special talent is mentoring organizations, teams and leaders to deliver superlative results, during tough economic situations, crisis moments and organizational disruptions. He has published four books.

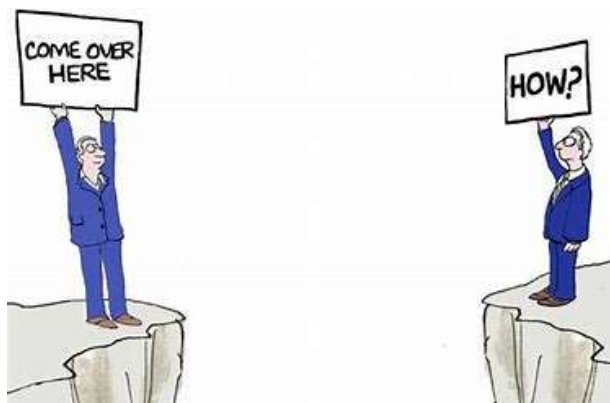
To register and for further information, please contact:

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FAX: 876-924-9090



### WHAT TO EXPECT

Engaging interactions and group activities

- Case study reviews
- Stimulation and situational practice
- One-on-one with seminar presenters
- Innovative communicative exercises

Opportunities for networking

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

## The Art of Effective Communication



## PENETRATING YOUR AUDIENCE: BE PERSUASIVE UNDER FIRE

**Monday, October 29, 2018**

**The Jamaica Pegasus Hotel**

**81 Knutsford Boulevard, Kingston 5**

**8:30 a.m. – 1:00 p.m.**



Jamaica Stock Exchange  
e-Campus



**Do you want to inspire others, speak with confidence, shape opinions and connect more effectively with your audience?**

**This seminar is designed for you to learn techniques of persuasion to build market share and expand your bottom-line objectives. Participants will leverage the ever-increasing power of social and traditional media. The seminar highlights practical steps of communicating under fire, engaging in penetrating take-down attacks, and improving your influence across the generation gap.**

Effective Communication is the life blood of an organization as it creates mutual understanding and fosters an environment of trust, which eventually increase productivity. Increased productivity will increase the bottom line of any organization. Therefore, effective communication facilitates a number of advantages: innovation, growth, team building, transparency, goodwill and better relationships. With these important benefits, it is paramount that not only companies engage in effective communication, but individuals, teams and agencies should make a concerted effort to leverage the power of effective communication.

The Jamaica Stock Exchange realizes the pivotal importance of Effective Communication at all levels of the organization and has designed this workshop to assist companies and individuals to engage in more effective communication.

### LEARNING OBJECTIVES

- Sharpen your skills in conveying credible ideas to get results
- Gain communication skills that will help you drive teamwork, decision making and action
- Develop your ability to formulate new strategies to think big and scale fast by monetizing your brand
- Execute strategies needed to ace any interview, now and in the future
- Leverage practical insights on how to communicate in difficult circumstances
- Use tactical intelligence to attack competitors and opponents
- Get hands-on experience to harness your poise and power

### WHO SHOULD ATTEND?

- Executive Leaders
- Marketing Professionals
- Communication Strategists
- Public Relations Personnel
- Public Office Holders
- Seasoned and New Politicians
- Persons interested in learning how the media works across various platforms

### Complete Registration Details:

TITLE: (Mr./Mrs./Ms./Dr./Other) \_\_\_\_\_

NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE (MOBILE/ WORK): \_\_\_\_\_

E-MAIL: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

SELF- SPONSORSHIP

SIGNATURE OF REGISTRANT

COMPANY SPONSORSHIP

PRINT NAME OF COMPANY AUTHORIZING PERSONNEL

SIGNATURE OF AUTHORIZING PERSONNEL

**Cost: \$22,000 (includes GCT)**

Cost covers training, course materials and dining

**\*Early Bird Registration: \$18,000**  
**Early Bird Deadline: October 19, 2018**

Once the JSE receives your completed registration form, this constitutes your agreement to pay the full seminar cost whether you attend the seminar or not. No refunds will be granted for non-attendance; however, you reserve the right to send a representative.

FOR OFFICE USE ONLY

Payment Received:

Cash \_\_\_\_\_ Cheque # \_\_\_\_\_