

**President's Message**



President  
**Patrick Ang**

What is it that makes a Trainer stand out from the ordinary?

**3 Essential Key Considerations...**

- Subject & Content
- Profile & Reputation
- Effective Communication

What is it that makes a Trainer stand out from the ordinary?

People, who give off their time to attend a half day or full day training programme, will do so only if they know that they are going to learn something useful from the programme or training workshop.

They will even pay good money, if they know that it is something that they can use to improve or advance their own careers or business.

Therefore, **what are the essential key considerations** that will attract people to come to your training talk or learning programmes?

**First and foremost are the subject and the content.** The topic must be of interest and relevance to the participants.

If you advertise the programme or send a promotional mailer or email message, the headline copy must immediately grab people's attention and interest.

**Examples;**

- For just \$200 I can teach you how to stop smoking in 3 days, by attending a one day workshop. Or Money back guarantee.
- I coached Jack to write and self-publish his book, and how to earn it all back in 6 just months. You could too, by signing up for my guaranteed one day workshop. I will show you how to succeed, or money fully refunded.
- How to score A's in your exam from the 2 Day Super Memory learning camp?

**Next is the profile and reputation of the speaker.** It is important to brand yourself, so that people know that you are a real authority on your subject.

**For fresh speakers and trainers, they may have to go through an initial period of engagements first.** Begin by getting yourself invited to as many speaking engagements as possible. You may not get paid a lot, or even get paid at all. But until people have seen you perform and are impressed by what you can deliver, you, yourself, as a speaker or trainer will not grow until you have brand your reputation. Be prepared to be a guest speaker and begin with small groups. The fees are of secondary consideration when you

**If You were not there at the 36<sup>th</sup> Networking & Training Workshop on 30 Oct 2008**

You have missed Interaction with our Professional Guest Speaker, and the Opportunity to hear her speak...  
**You have also missed** the enthusiasm created in fellow trainers on 'Identifying Individual Decision Style.'

**Keep the next date on 27 November 2008, @ 7.00pm with our next Speakers!**

**Professional Guest Speaker**

Professional Guest Speaker **Dr. Sylvia Ramirez, MD, MPH, MBA,** Vice- President of Global R & D, prominent Healthcare and Research Institute, United States, with her husband are looking at Profile of our past Guest Speakers' and APTS Members'.

**They say, "We are impressed."**



Dr. Sylvia talks on the Latest in Non-Invasive Aesthetic Technologies...Emphasizes on the Importance of looking good...and its benefits...She explains how it can be achieved...



**18 December 2008 (Thu) – APTS Christmas Party**



**MYSTERY PROFESSIONAL GUEST SPEAKERS & APTS PROFESSIONAL SPEAKERS, MAGIC-SHOW, JOKES, GAMES, FOODS & LUCKY DRAW**

are just breaking out. Do not over price yourself at this stage of your development. Sometime all that you will receive for your preparations and effort is a gift token of appreciation.

That is how most well known speakers and trainers today got started. **Seek every opportunity to showcase your talks and presentations and make sure that you make a very strong impact and impression.** If you are good at what you do, and know your subject very well, after a while, word will get around, and you will start to get more invitations to speak and train at other events. It is always much more credible when others refer and recommend you to other talks and training events. This called building up your testimonial references and resources..

**And finally you need to pick up the skills and practice of effective communication, presentation and delivery.** Nobody wants to listen to a trainer or speaker who cannot present properly, or in an interesting manner. Observe how other great speakers and trainers do it and learn from them. All of us learn by modelling from others. When you do it, develop your own style. But most importantly, is to be your authentic true self. When you imitate someone else, and try to be someone that you are not, most people will see through your fakery and insincerity. Those who deliver with passion and from the depths of their hearts, based on a subject of which they have expert knowledge, are more likely to succeed to get more speaking engagements.

So start promoting by getting yourself invited to as many speaking engagements as possible. Once you become more visible and better known, more assignments and paying jobs will flow your way. So good luck in your journey and personal growth.

**Patrick Ang**  
President APTS

## Speaking with Charm on Magic of Beautiful Skin And its relevancy to Trainers



**Mr. John Teo**, Professional Development Officer, presenting a Certificate of Appreciation to **Dr. Sylvia Ramirez**.

## TIPS FOR TRAINERS by Danny Ker

### What is your audience personality?

## 27 November 2008 – Upcoming Events



**Mr. Mark James Normand**  
Founder & Managing Director  
**Impress Training**  
Topic:  
"Train-The-Trainer: PowerPoint Design"



**Mr. Shalu Wasu**  
Founder & Director  
**Life Ahoy Pte Ltd**  
Topic:  
"Creative Presentation Skills"



- **Effective Opening (Icebreaker)**
- **How to design effective Team**
- **Effective Closers**

## APTS Pledge

I (name of member) solemnly pledge as a recognized member of the Association of Professional Trainers Singapore that:

1. I will abide by the Constitution and Bye Laws of APTS
2. I will co-operate, contribute, support and serve in the Association to the best of my abilities
3. I promise to pay my annual membership fees by due date without demand as a member with voting rights
4. I will uphold the good name of APTS and promote membership of eligible candidates in the Association
5. I will carry myself professionally and remain ethical at all times as a committed member of APTS

Having been accepted as a full member with professional integrity and voting rights in APTS, I, (NAME of MEMBER), now pledge to respect the constitutional rights and integrity of the APTS member.

**APTS Performance Till To-date**



31 January 2008 (27<sup>th</sup> Workshop)



28 February 2008 (28<sup>th</sup> Workshop)



27 March 2008 (29<sup>th</sup> Workshop)



24 April 2008 (30<sup>th</sup> Workshop)



29 May 2008 (31<sup>st</sup> Workshop)



26 June 2008 (32<sup>nd</sup> Workshop)



31 July 2008 (33<sup>rd</sup> Workshop)



28 August 2008 (34<sup>th</sup> Workshop)



25 September 2008 (35<sup>th</sup> Workshop)



30 October 2008 (36<sup>th</sup> Workshop)

**27 November 2008 – Upcoming 37<sup>th</sup> Workshop**



Train-The-Trainer:  
PowerPoint  
Design

**Mr. Mark James Normand**



Creative  
Presentation  
Skills

**Mr. Shalu Wasu**

**30 October 2008 – 36<sup>th</sup> Networking & Training Workshop**



EXCO Members – Getting Ready



Andy Ng – Master of Ceremony



Opening Address By John Teo



Professional Speaker, Dr. Sylvia Ramirez



Question & Answer Session



Group Photograph

**PLEASE VISIT OUR WEBSITE @ [www.apts.com](http://www.apts.com) for LATEST INFORMATION, MEMBERSHIP BENEFITS and EVENTS...**