



Corporate Speech Pathology: Who, What and How

March 16, 2007

Williams Center All Purpose Room
SUNY Fredonia

Speaker

Katie Schwartz, CCC-SLP

Sponsored by the Department of
Speech Pathology and Audiology
and
The Student Association at SUNY Fredonia



Courses Description

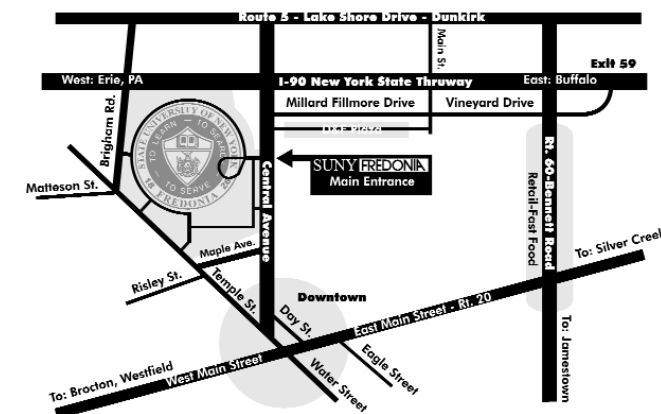
Corporate Speech Pathology: You Work WHERE? You Do WHAT? Have you eaten corn, used hair products or paid by check recently? Corporate speech pathologists may have helped behind the scenes. Come discover the exciting world of corporate speech pathology, where you can work in settings ranging from board rooms to cubicles, catwalks to factory floors, laboratories to training rooms! Find out what we do, how we do it, and how to get started yourself (when you have your CCC). Learn how to choose your services and settings, how to market your practice, and how to provide services. If you have corrected one dysfunctional swallow too many, or winced at productivity standards or IEP paperwork, you need this lively seminar!

This seminar is highly practical and interactive, involving small group and individual activities. Attendees should expect to get involved! The speaker would like each attendee to **bring a copy of the previous Sunday's Business and Classified sections of their local newspaper**, as well as a copy of their **Chamber of Commerce's list of the area's largest employers**, if this is not expensive (many communities offer this for free on their Chamber's website).

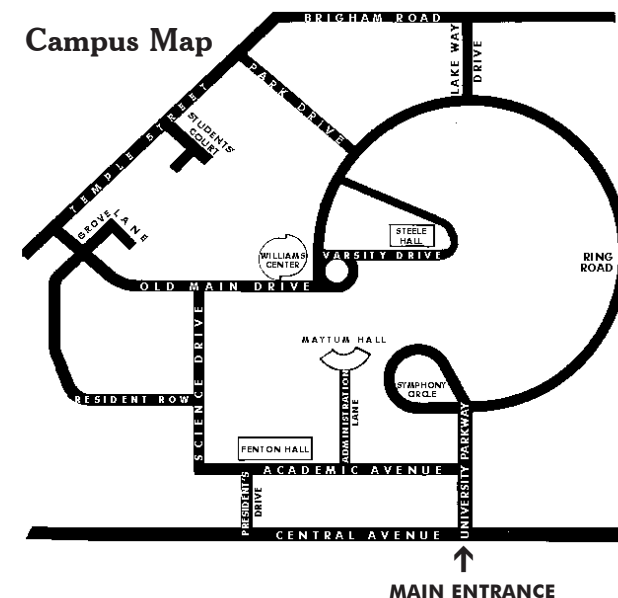
Learning Outcomes:

1. Participants will be able to explain the primary services offered by corporate speech pathology practices
2. Participants will be able to list five marketing techniques used by corporate speech pathology practices
3. Participants will be able to start a customized marketing plan for a corporate practice in their community
4. Participants will understand one paradigm of a foreign accent modification program

Village Map



Campus Map



- Enter campus on University Parkway (from Central Ave.)
- Turn left on Academic Avenue
- Turn right on Science Drive
- Turn right on Old Main Drive, Williams Center is on the left.

Program Schedule

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Program Schedule:

8 a.m.

- Registration and Continental Breakfast

8:20 a.m.

- Welcome

8:30 a.m. – 10:15 a.m.

- You work WHERE?? You do WHAT??: The Company We Keep!
- Learn the lingo: Corporate vocabulary for the SLP
- Services corporate speech pathologists offer
- Market Research and Considerations

10:15 a.m.

- Break

10:30 a.m. – 12:00 p.m.

- Marketing the Corporate Way: Targets and Tactics
- Developing a Customized Marketing Plan

12:00 p.m.

- Lunch

1:00 p.m. – 2:15 p.m.

- The Call from the Company: Questions and Answers
- The Big Black Bag
- Assessment
- Training: Principles and Process

2:15 p.m.

- Break

2:30 p.m. – 4:00 p.m.

- Training (con't)
- Training Simulation
- Hearing Education (aka Aural Rehabilitation)
- Paperwork
- Payment

Summary and Questions



Katie Schwartz, CCC-SLP

Katie Schwartz is the founder of the Corporate Speech Pathology Network and author of Talking on the Job: The World of Corporate Speech Pathology, Sound Stories for Adults, and Alternative Career Options for SLPs. She has 15 years of experience in corporate settings, and is a sought-after speaker.

Name: _____

Address: _____

City/State/Zip: _____

Day Time Phone: _____

Home Phone: _____

E-Mail: _____

Professional Specialization: _____

Current Work Place: _____

Pre-Registration Fee: \$125.00
 Non-Fredonia Student: \$ 60.00
 (Send copy of current student ID)

Breakfast, Lunch & Refreshments included

Deadline to Mail Register: **March 2, 2007**

No In-Person Registration

Payment: complete registration form and mail with check or money order payable to:
 Speech Pathology Department

Mailing Address:
 Sandra Goddard
 SUNY Fredonia
 Speech Pathology Department
 Thompson Hall
 Fredonia, NY 14063

