

## Corporate Speech Pathology: Getting Started (Part 2)

Friday,  
October 3, 2008

WILLIAMS CENTER  
MULTIPURPOSE ROOM  
SUNY FREDONIA

SPEAKER:

**Katie Schwartz,**

CCC-SLP



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



APPROVED  
CONTINUING  
EDUCATION  
PROVIDER

AMERICAN SPEECH-LANGUAGE  
HEARING ASSOCIATION



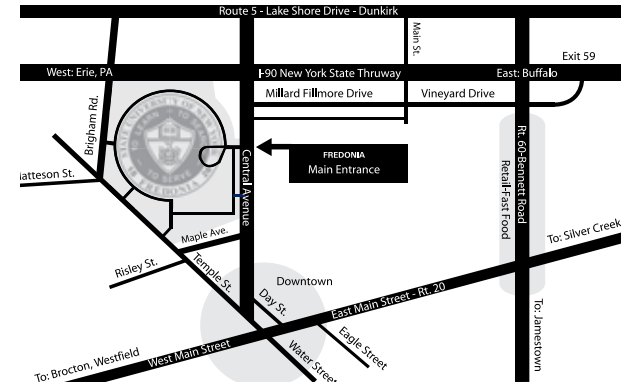
### COURSE DESCRIPTION:

Are you ready for more advanced work in corporate speech pathology? This exciting seminar will focus on sophisticated marketing techniques and service delivery of additional topics. Participants are encouraged to have an academic and/or experiential base in corporate speech pathology before attending.

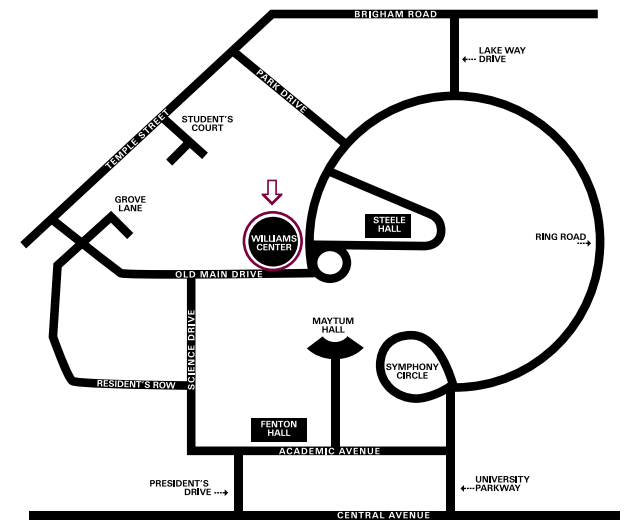
This seminar is highly practical and interactive, involving small group and individual activities. Attendees should expect to get involved! The speaker would like each attendee to **bring a copy of the previous Sunday's Business and Classified sections of their local newspaper**, as well as a copy of 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 how to target well-performing industries in the economy for marketing purposes. They will start or add to their marketing plans using these industries.
2. Participants will be able to discuss use of e-mails, e-zines, postcards, advertisements and other strategies. The CAN-SPAM act will be discussed.
3. Participants will be able to understand common issues in "executive communication" programs, and paradigms used, for listening, brainstorming facilitation, interviewing and coaching.
4. Participants will understand how to provide "hearing education" (otherwise known as "aural rehabilitation") in a corporate setting, and why this is increasingly important.



VILLAGE MAP



CAMPUS MAP

- ENTER CAMPUS ON UNIVERSITY PARKWAY (FROM CENTRAL AVENUE)
- TURN LEFT ON ACADEMIC AVENUE
- TURN RIGHT ON SCIENCE DRIVE
- TURN RIGHT ON OLD MAIN DRIVE, WILLIAMS CENTER IS ON THE LEFT.

# 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 Speech-Language Pathologists*. She has 17 years of experience in corporate settings, and is a sought-after speaker.

## PROGRAM SCHEDULE: FRIDAY, OCTOBER 3, 2008

### 8:00 a.m. Registration and Continental Breakfast

### 8:20 a.m. Welcome

### 8:30 a.m. – 10:15 a.m.

- Every economy has a silver lining: finding your best local choices
- Business to business or person to person preferences for marketing
- Reach 'em when they're ready: e-mail, e-zines, postcards and advertising
- Reach them where they're at: ethnic, professional and other associations

### 10:15 a.m. Break

### 10:30 a.m. – 12:00 p.m.

- Executive communication: talking at the top – assessing and problem solving strategies
- Focus on listening, research-based brainstorming facilitation, leading meetings, and coaching strategies

### 12:00 p.m. Lunch

### 1:00 p.m. – 2:15 p.m.

- Hearing Education in a corporate setting: aural rehabilitation strategies and equipment for employees with hearing loss and their supervisors
- Presentation skills: the top five questions people ask

### 2:15 p.m. Break

### 2:30 p.m. – 4:00 p.m.

- How would you handle these? Training simulations relating to past client situations
- Combining a corporate with a traditional practice

### Summary and Questions

**Continuing Education Credits Through ASHA:** SUNY Fredonia is approved by the Continuing Education Board of the American Speech-Language and Hearing Association (ASHA) to offer continuing education activities in speech-language pathology and audiology. This program is offered to SLPs for proposed .6 CEUs. Intermediate level (2), Professional Area. ASHA approval of CE provider status does not imply endorsement of course content, specific products or clinical procedures.

**Deadline to Mail Register:** September 19, 2008 (No in-person registration)

# Registration:

## Corporate Speech Pathology: Getting Started - Part 2

**Speaker:**  
Katie Schwartz, CCC-SLP

**Friday, October 3, 2008, 8:00 a.m. – 4:00 p.m.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime phone \_\_\_\_\_

Home phone \_\_\_\_\_

E-mail \_\_\_\_\_

Professional Specialization \_\_\_\_\_

Current employment \_\_\_\_\_

**Pre-Registration Fee: \$125.00**

**Non-Fredonia Student: \$60.00**

(Please send copy of current student ID)

**Includes:** Breakfast, Hot Lunch and Refreshments

**Deadline to Mail Register:**

**September 19, 2008**

**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, New York 14063

