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FOR IMMEDIATE RELEASE

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February 15, 2010

Cambridge College – School of Management to Host “Building a Persuasive Presentation Skills Workshop”

Cambridge, MA – Cambridge College’s School of Management wants to help develop your presentation skills by hosting “Building a Persuasive Presentation Skills” workshop with Bruce Cohen, School of Management faculty member, at 6pm on Thursday, March 31st at Cambridge College’s Main Campus: 1000 Massachusetts Avenue, Cambridge. The workshop is part of a continuing series of Workshops offered by Cambridge College and is **Free to the Public**.

Learn how to develop a clear, concise, and persuasive oral communication style, and structure a convincing presentation with ease. The workshop will outline the skills necessary to make an oral presentation with poise, while effectively persuading an audience to buy a product or accept an idea or plan. This is a “must attend” workshop for those in sales, negotiations, or those who need to resolve issues through persuasion and skilled presentations.

Bruce Cohen is the Director of the Undergraduate Management Program and senior part-time faculty member at Cambridge College. Over the last eight years, Mr. Cohen has been teaching courses in sales and management for both the undergraduate and graduate programs at Cambridge College. Mr. Cohen is the president and owner of ABC Food Service Equipment Inc. He consults with restaurant owners to develop marketing strategies and menus inspired by his company’s BBQ Smokers and Gelato Equipment. He has over 20 years of sales experience, an M.B.A from Boston College, and a M.A. in Government from Ohio University.

The event is free and open to the public. For more information, contact Nancy Napolitano at 617-873-0601 or Nancy.napolitano@cambridgecollege.edu

Founded in 1971, Cambridge College is a private, non-profit institution dedicated to providing academically excellent, time-efficient, and cost-effective higher education for a diverse population of



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working adults for whom those opportunities may have been limited or denied. Cambridge College has sites in Cambridge, Springfield, and Lawrence, MA; Memphis, TN; Chesapeake, VA; Augusta, GA; Ontario, CA; and San Juan, Puerto Rico.

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