



## MCSBA VIRTUAL EVENT

# Salute to Small Business and Pitch Workshop

September 24, 4:00 - 5:00 pm

Join us to share your elevator pitch, capabilities statement, and network with other small businesses to learn about teaming opportunities.

It's imperative to have a clear and concise business story that gets your prospect to say, "I need that!" especially in today's economy! Whether you are at a virtual networking event or communicating with prospects on the phone or Zoom, what you say can make the difference between "No thank you" and "let's talk!" In this educational, interactive, and practical workshop, you will learn how to create a powerful, clear marketing message, your elevator pitch, that wows your prospects and inspires them to say, "**Wow! Let's talk.**"

**FREE**

Virtual Event

Pre-registration is required.



Learn How to Tell Your Organization's Story in 30 Seconds or Less.

## Ira Koretsky The Chief Storyteller



**Ira Koretsky improves your performance through better communication.**

He helps you communicate more effectively and better engage audiences, which leads to improved workplace outcomes, enhanced culture, and increased revenue. The Chief Storyteller® offers consulting, coaching, keynotes, workshops, and training to corporations, associations, academia, and government agencies. He has presented to over 36,000 people around the world. He is an adjunct at the University of Maryland Smith School of Business where he teaches public speaking and business storytelling. His improvisational humor career with ComedySportz spanned 12 years. Among Ira's clients are American Diabetes Association®, CDC, Charles Schwab, Nassal, DOE, Deutsche Telecom, EPA, Engineers Canada, Fonteva, IBM, Lockheed Martin, Government of Mexico, Warner Bros., and Yum! Brands. Of note, he helped the Library of Congress become the Federal government procurement Executive Agent for over \$515M in information products, TCIG quadruple revenue in just six months, and one high technology company win a \$94M contract.

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

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Learn more and register today!

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