



Association of Professional Trainers SINGAPORE

SYNOPSIS

How to write an article like an influencer

You got domain expertise. And you know you could write a whole book on it. But you struggle every time you want to put your ideas into an article.

If you take days just to write one article, or you keep telling yourself that you can speak better than you write, Dean will show you how to break through your writer's block and let your expertise shine through on print.

SPEAKER

DEAN SHAMS helps executives and leaders create a strong executive presence, connect with others better and become more influential. He trains them to communicate with influence and impact even in difficult situations.

He brings with him almost two decades of experience in a career that revolves around communications. He founded his own public relations practice, KinetiqBuzz, in 2005 after seven years in the training and education industry.



Dean works with business owners and directors from a wide range of industries to identify their key brand messages and present them in a clear, concise and powerful way. He further trains these leaders on how to articulate themselves in different media situations with confidence and flair while keeping their communications always on point. His articles have been published in various national media such as Straits Times, Business Times, business and lifestyle magazines.

He is also the author of *Speak Smart, Make Your Mark: How to communicate with tact, confidence and poise at work, even in sticky situations* (www.SpeakSmartMakeYourMark.com).

Dean wants to inspire and train executives to develop greater flexibility in their communications and hence forge better business, social and personal relationships.