

About Soni Dimond



*“Be aware...
be sincere...
be your best!”*

— Soni Dimond

Communication coach, publicist, author and global media relations specialist Soni Dimond is a nationally-recognized corporate trainer, keynote speaker and a news placement authority. Listed among ***Pennsylvania’s Best 50 Women in Business***, Soni blends her public speaking expertise with more than 25 years of global media relations experience and communication training, sales motivation and business skill-building seminars.

Soni focuses on the importance of SOFT SKILLS, which are your individual *strengths*, which can determine your level of success as a business leader, team member, colleague, mentor, or friend. Her presentations reveal that these *soft skills* can earn *hard cash*. They can help you navigate your career and they can take the “work” out of networking, sales or marketing. Soft skills are not quantifiable, yet they may be *conspicuous by their absence*.

As a member of the ***National Speakers Association***, Soni brings her ideas, techniques and tips for successful, positive relationships to business associates and colleagues. These skills can become powerful tools for relationship building, advancement and recognition in the workplace. She addresses individuals and groups with common sense skill-builders. She focuses on increasing participants’ confidence and credibility for greater influence and impact.

Soni has decades of experience on *both sides of the microphone*. Soni has an extensive career history in public speaking and public relations. Her professional journey began with on-air experience as a television news reporter and weekend anchor at WHTM-TV (ABC affiliate) in Harrisburg, PA, followed by news reporter and morning anchor at WGAL-TV (NBC affiliate) in Lancaster, PA. Her professional record includes a wide variety of prominent communications positions, including International Public Affairs Specialist in Washington, DC. She also served as a Community Relations Coordinator for the Pennsylvania Department of Environmental Resources and she was the Media Relations Director for the Pennsylvania Chamber of Business and Industry, the Commonwealth of Pennsylvania’s largest business association.

Across the nation...on local and network print, radio and television...Soni is promoting her book series, ***Life’s a Pitch!***® Her first publication is designed to encourage individuals to improve their communication skills with confidence and to conduct effective presentations by pitching with an effective personal sales strategy. Soni’s second book is titled ***Life’s a Pitch!***® ***for Rookies***. The third book in her series will be titled ***Life’s a Pitch!***® ***for Ladies***. Her memorable message is: “Be aware...be sincere...be your best!”©



Soni Dimond Media

Be a G.E.M. Exhibitor!

A Light and Lively Luncheon Speech

Presented by Multi-Faceted

Soni Dimond

Monday, October 19, 11:30 a.m. – 1:00 p.m.

Be Generous!

Give 'em what they want! And —STAND OUT while you're standing! You will learn how to listen empathetically, choose words wisely, strengthen messages, be the captain of communications and apply the strength of TLC (Tips, Leads and Connections). — Chat much? Then, choose appropriate words to motivate others to talk about YOUR exhibit!

Be Energetic!

GET ENERGIZED! This presentation is highly motivational! It's filled with practical tips, practices, and role playing for men and women who must strive to communicate positively! Attendees revisit their own unique potential for a more powerful approach to exhibit visitors. The session covers the secrets of energized communication — if YOU are excited about your exhibit...we'll be excited about YOU!

Be Memorable!

- ◆ Turn a visit into an exhibit experience!
- ◆ Make your team more memorable (not miserable)!
- ◆ Oh, behave. Be on your best behavior — people are watching!
- ◆ Refine your “storytelling” sales pitch – wow 'em!
- ◆ Reflect a positive image: How do you appear to your peers?
- ◆ Look refreshed, even if your old, tired feet are standing on the cold, hard cement floor!



Be a G.E.M. Exhibitor!

Please return this registration form to
PaLA, 220 Cumberland Parkway, Suite 10, Mechanicsburg, PA 17055

Please register _____ representatives to attend the **Be a G.E.M Exhibitor Luncheon** @ \$25 each.
(quantity)

Exhibiting Company _____

Contact Name _____

E-mail _____

Check # _____ for \$ _____ is enclosed.

Charge my VISA MasterCard # _____ Exp. _____ CV# _____

Tickets can be picked up at the Exhibitor Registration Desk beginning Sunday, October 18. Registration includes lunch and Soni Dimond's "Be A G.E.M. Exhibitor" presentation.