



CCTE Elective Course

Facilitated by: Kathy Bearden – KBearden & Associates, Inc kathy@kbearden.com 770-424-5328

“Quattro” Adventures!

Take a journey into four areas that impact effective communications!

In this highly interactive session, we'll focus on effective communications as it relates to people, persuasion, design and technology. It will be a diverse day of exploring how we influence others, and how technology and design influence everything we do. From procurement practices to sales and executive communications, it is about “what we say and how we say it!”

1. People: Know your audience! Brush up on styles and how to flex and influence your audience for better results. Includes a quick study of Myers Briggs Type Indicators, a dive into generational differences and participation in communication preferences.
2. Persuasion: How does it look and how can we better position ourselves? Explore dialogue models, methods and practices.
3. Design: Right brain rising! Use brainstorming, creative problem-solving and your right brain to engage others and create interest in your message and delivery. Just imagine!
4. Technology: Examine, discuss and listen to how technology is changing the face of travel, procuring travel and traveling.

You will learn new approaches, unique ideas, fresh thinking and collaborative findings that will bring positive energy and results to your communications!

About our Facilitator:



Kathy Bearden spent over 20 years in the travel industry in sales and leadership capacities with multiple segments including airline, car rental, tour and insurance. She learned the importance of communicating effectively and now shares her insights and lessons with audiences nationwide. Kathy is the managing partner of KBearden & Associates. She works with companies and individuals to help them sell themselves, their ideas and their services. “Communication is the most important skill in life and with small incremental changes we can yield amazing results!”

Kathy's client list includes NBTA, many BTA chapters, Air Plus, Interstate Batteries, PricewaterhouseCoopers, Kroger, Georgia Pacific, American Heart Association and many others. She is a past president of the Georgia Business Travel Association, a recipient of NBTA's Allied Member of the Year Award and the GLP Scholarship at Wharton. Kathy is both a certified public speaker and Myers Briggs Instructor. She loves working with people to tap into their influential abilities and bring them to life! For more information, visit www.kbearden.com.