

## NEWS RELEASE

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### **SmartDraw.com's New e-Learning Course an Attention Grabber** *Free e-Course Teaches Three Ways Managers Can Improve their Presentation Skills*

San Diego, CA. December 17, 2008 - SmartDraw.com, maker of SmartDraw, the software that helps you work smarter by communicating visually, has announced another of its free e-Courses for business professionals authored by experts in their fields. The new e-Course, called "Better Beginnings," is authored by Dr. Carmen Taran of Rexi Media and is designed to help speakers and writers grab (and maintain!) their audience's attention.

The online e-Course is freely available to business executives, managers, company trainers, copywriters, authors, and anyone wishing to create presentations or articles that will captivate an audience and keep them wanting more.

Better Beginnings is available to anyone at

[http://www.smartdraw.com/learn/learningcenter/ecourses/EC4\\_Better\\_Beginnings/signup.htm](http://www.smartdraw.com/learn/learningcenter/ecourses/EC4_Better_Beginnings/signup.htm) in a three part series:

- 1) **Part One: Specificity:** Part one will show presenters how to engage the audience with specific details; guide the presenter in creating specifics with anecdotes; and stress the importance of clear language and the use of visuals.
- 2) **Part Two: Incongruity:** Part two will explain the theories of incongruous information as an attention-grabber, discuss how the element of surprise can leave a lasting impression, and will give examples of unexpected contrasts that worked well in presentations.
- 3) **Part Three: Ease of Comprehension:** The final portion of the e-Course describes the power of comparison and contrast, and the use of analogies and structure as elements of an unforgettable introduction.

Dr. Taran, author of [Better Beginnings – How to Capture your Audience in 30 Seconds](#) is an international presenter, executive coach and co-founder of Rexi Media, a company that teaches outstanding presentation skills. By following her company's formula for memorable presentations, business professionals from all fields learn how to engage their audiences through their delivery, whether face-to-face or online.

“SmartDraw’s mission is to help people work smarter by communicating visually,” said Paul Stannard, CEO of SmartDraw.com. “Our free e-Courses are just one of the ways we deliver. “Better Beginnings” will help managers cleverly and quickly capture the attention of team members so that everyone fully comprehends presented material. For new presenters, these tips can lead to a strong and memorable first impression, which of course, can only be achieved once.”

### **About SmartDraw.com**

SmartDraw.com is the creator of SmartDraw, software that helps you work smarter by communicating visually. Whether it’s a flowchart to explain a business process, a Gantt chart to show a project schedule or an organization chart, SmartDraw is unique because it draws more than 40 different types of visual for you, including timelines, maps, charts, decision trees and floor plans. With SmartDraw, anyone can create presentation-quality visuals in minutes. Because people are six time more likely to retain and understand information presented to them visually, SmartDraw helps businesses increase their bottom line by improving communication, refining operations , completing projects on time, and successfully implementing their plans. The company’s customers include more than half of the members of the Fortune 500, 2,000 K-12 schools and universities, and thousands of law firms, police departments, health systems and private enterprises of all sizes. Founded in 1994, SmartDraw.com is a privately-held, San Diego, CA-based company and part of the Working Smarter Network. For more information or to download a free trial version, please visit [www.smartdraw.com](http://www.smartdraw.com).