

MEDIA RELEASE
For Immediate Delivery

Contact: Gord Sheppard
Office: 780.906-1799
gord@createawesomemeetings.com

HOW TO CREATE AWESOME MEETINGS

A Step by Step Guide to help you make your next meeting more productive and profitable

By Gord Sheppard

Are you tired of bad meetings?

Then you need to read ‘How To Create Awesome Meetings’, a non-fiction guide that will help you make your next meeting more productive. Written by Professional Meeting Facilitator Gord Sheppard, this step-by-step guide provides tips, information and inspiration that helps readers create more profitable meetings. So whether you’re a CEO, Middle Manager or a Board Member, and you work in a multi-million dollar corporation, government or the non-profit sector, you’ll benefit from the examples that Gord offers based on his own experience in more than 2000 meetings!

Gord’s no-nonsense approach will inspire you to:

- Connect each meeting directly to your strategy, so that you know your meetings are moving your organization forward
- Understand your actual meeting cost so you don’t waste a single second in meetings
- Take responsibility for yourself and your team so you can develop a high level of trust that will lead to higher productivity in your meetings and more

During his 25 years of work experience, Gord Sheppard has facilitated, run and participated in thousands of meetings. He is a Professional Meeting Facilitator, Consultant, Speaker, Instructor and Author who combines a Master's Degree in Business Administration with a Bachelor's Degree in Drama and Prosci Change Management Certification to deliver a unique, people-centered approach that will help you make your next meeting more effective.

Gord Sheppard is currently doing Professional Meeting Facilitation and Consulting work with universities, associations, businesses and non-profits in the areas of sport, supporting youth, helping people with disabilities and more. His upcoming appearances include; doing a strategic meeting facilitation with CAPS – the Canadian Association of Professional Speakers; appearing as a meeting expert on a cross-Canada webinar for Charity Village; working as an instructor for the Student Ambassador program at MacEwan University; appearing as a Keynote Speaker at the Alberta Student Leadership Summit at the University of Alberta and more.

Testimonials for Gord Sheppard:

“Working with Gord has radically changed how I view my business and these changes are already leading to new growth for my company.”

-Alex Armstrong, Owner, Three Tall Women Design, Inc.

“Over the years, I have been part of numerous planning sessions, but I have to say that Gord's ability to get straight to the point and see through all of the cloudiness is inspirational. He has an uncanny gift of being able to read individual and situations, while bringing out their best in a very short amount of time. He helped us to produce great results that are truly actionable.”

-Cynthia Annett, Board Chair, Special Olympics Edmonton

“Having gathered a group of smart and powerful people to consult on a potential new project, I was nervous; these were not people with time to waste. I put my trust in Gord to create a meeting that would make good use of the time they were spending in the room that day, and he did not disappoint. Somehow, he simultaneously fostered a relaxed and casual atmosphere while keeping us on topic and on schedule. He ushered us

through an extremely productive and rewarding conversation but never gave you any feeling of being controlled or overly formal. Not only did we accomplish our objectives, several of my attendees commented to me afterwards on the quality of the meeting and the facilitation. I'm grateful to have had Gord in my corner that day."

- Nadine Riopel, Facilitator and Community Organizer

How To Create Awesome Meetings

Non-Fiction

ISBN: 978-0-9949291-0-5

\$19.99 Canada

\$14.95 USA

Published by: Create Awesome Meetings

Email: info@createawesomemeetings.com

Website: www.createawesomemeetings.com

Categories: Business Productivity/Self-Help

Format: Soft Cover - 6x9

Number of pages: 180

Available for purchase on Amazon.com

website: www.createawesomemeetings.com