



## NEWS RELEASE

Contact: Karen Angellatta-Wheeler  
Phone: +1 678 591 3513  
E-mail: Karen@EffectiveSalesStrategies.com

### EFFECTIVE SALES STRATEGIES ANNOUNCES A NEW WORKSHOP FOR ASTD ATLANTA

▪ March 23, 2008

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President will be speaking at ASTD (American Society of Training and Development) Atlanta's Corporate Special Interest Group (SIG) meeting on March 24, 2008 on the topic of "Easy Charts Made Easy." This workshop is one that Karen designed and delivered in 2004 for the Corporate SIG and was asked to present it again due to popular demand.

The "Easel Chart Made Easy" workshop's overview is as follows:

- ❖ "As any training professional will tell you, sometimes we can get stuck in a rut with our media choices for a presentation, workshop or a series of classroom sessions. Typically, a training professional finds a media type that works for him or her and then continues to use it for every type of presentation, workshop or class. Unfortunately, in our technology-based society, many of us have participated in (never, of course presented) to a room full of folks by doing 'Death by PowerPoint.' Slide after slide with no other form of media can become boring and impersonal. Or, perhaps you are still using overheads on the other side of the scale?
- ❖ Either way, this workshop will help you take the fear out of creating effective easel charts (also known as flip charts). Many of us have shied anyway from using easel charts because we believe we can not draw, write neatly, etc. It is hoped that after this workshop, your feelings about using easel charts will change," as stated by Karen Angellatta-Wheeler.

ASTD Atlanta and Karen look forward to attending this workshop. For more information or to register for the event, please visit [www.astdatlanta.org](http://www.astdatlanta.org).

Effective Sales Strategies, LLC is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. They are located in Alpharetta, GA a northern suburb of Atlanta. For more information, please visit their website: [www.EffectiveSalesStrategies.com](http://www.EffectiveSalesStrategies.com).

