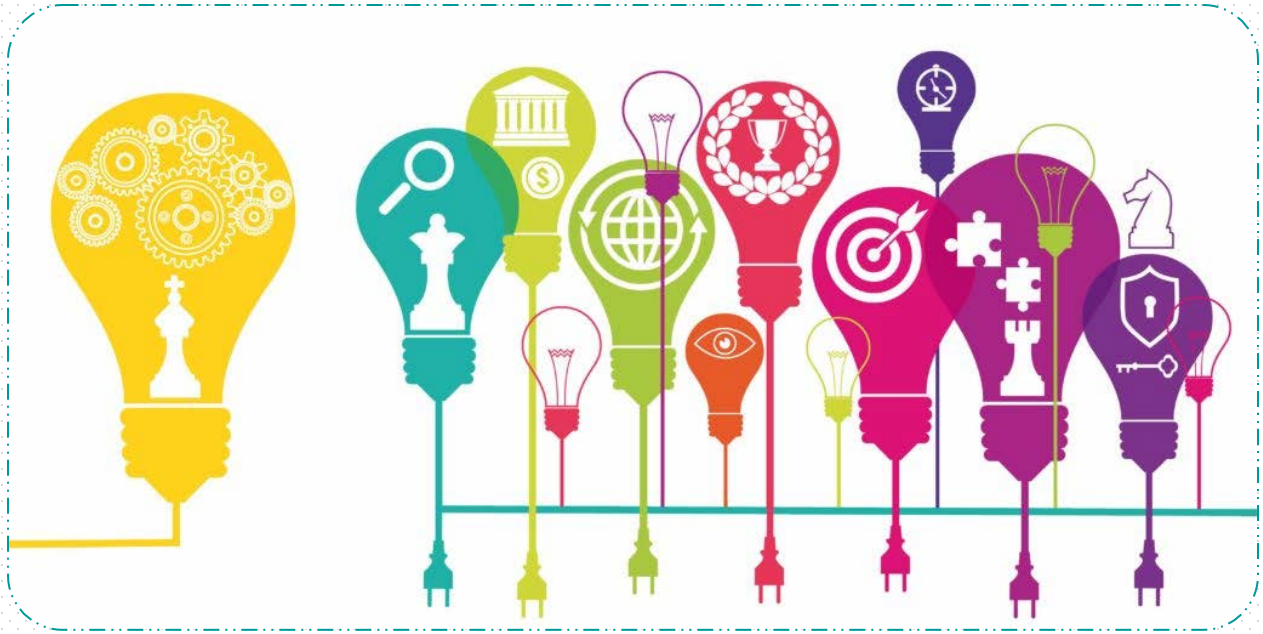


# HOW TO TALK ABOUT



## YOUR GREAT IDEA

Entrepreneurs are “idea people”. Their vision is crystal clear in their minds. But to generate excitement and commitment, the entrepreneur needs to effectively communicate the vision to potential investors, potential employees and other supporters along the journey. This talk will share ideas on how to understand what each audience is trying to understand and how you can use the “so what” methodology to develop your story.



### OUR GUEST SPEAKER

John Worrall

Former Chief Marketing Officer at multiple public and privately held cyber security firms

**DATE:** Thursday, February 15<sup>th</sup>, 2018

**TIME:** 3:00PM – 4:00PM

**LOCATION:** Choral Room, W112, Wellesley Hills Campus

Please register at:

<https://howtotalkaboutyourgreatidea.eventbrite.com>