

# Preparing and Delivering Congressional Testimony


This course is designed to help anyone involved with preparing or delivering testimony before a congressional committee—whether working in an agency, the military, business, an NGO, or an association—to prepare and deliver that testimony more effectively at authorization hearings, budget and appropriations hearings, agency and business congressional oversight hearings, and confirmation hearings.

Our experienced faculty explore all aspects of testimony preparation including research, persuasion and the proper structure of both written and oral testimony. Participants learn delivery and listening techniques, ways to deal with anxiety and best practice techniques for addressing both Q&A sessions and challenging situations.

This course provides ample time to discuss concerns with faculty members while helping participants feel at-ease as they prepare testimony or actually deliver testimony on the Hill.

*Leadership Competencies emphasized in this course:*

External Awareness • Political Savvy • Influencing  
Written Communication

 This is an elective course for the Certificate in Communication and Advocacy.

## Topics

- The Committee Hearing Environment
- Congressional Hearings: A Staff Perspective
- Testimony Preparation and Rehearsal
- Testimony Delivery and Rehearsal
- Examples of Effective and Non-effective Testimony and Question-and-Answer Techniques

This course is available for custom on-site training on GSA Advantage® as a 1- to 4-day program, and can include extensive practical exercises and one-on-one video and feedback.

Contact us for details:  
703-739-3790, ext. 112.



 Approved for .6 CEUs from George Mason University.



Course materials include the Training Edition of *Testifying Before Congress*, by William LaForge.

## Time and Date

9:00 am to 4:30 pm

• July 19, 2012

See web site for course location in Washington, DC.

**Registration Fee: \$595**

To register, fax or mail completed registration form on inside back cover, or online.

“Would encourage people to do this earlier in their career when they start writing testimony. All sessions very useful! Great course!”

“This will be extremely helpful in prepping and calming first-time witnesses and in drafting oral testimony. I especially appreciated the research tips.”

*Policy Analyst, federal agency*

“This is one of the best public communication seminars I've ever attended.”

“Good, practical advice and insights on how to prepare and deliver testimony to Congress. Practical and worthwhile.”

“The course is good for people who do lots of presentations as well as congressional testimony. Well done!”

## Related Training:

- Writing to Persuade
- Media Relations for Public Affairs Professionals
- Advanced Media Relations Workshop
- Writing for Government and Business: Critical Thinking and Writing
- Effective Briefings
- Speechwriting: Preparing Speeches and Oral Presentations

# Courses

**“This provided an excellent refresher on optimum presentation techniques that I can apply throughout the rest of my Washington visit and on into the normal workplace activities which follow.”**

*Program Attendee,  
NASA*

**“Excellent instructors.”**

*Course Attendee*

**“Very interesting course.”**

*Course Attendee*

**“Excellent!”**

*Course Attendee*

## Related Training:

- Writing to Persuade
- Writing for Government and Business: Critical Thinking and Writing
- Media Relations for Public Affairs Professionals
- Advanced Media Relations Workshop
- Speechwriting:
  - Preparing Speeches and Oral Presentations
- Preparing and Delivering Congressional Testimony

## Effective Briefings

### The Art of Persuasion


This course provides an in-depth overview of briefing preparation including research, audience analysis and the key components of a sound argument. Students receive a briefings worksheet providing structure to improve oral delivery. Students also gain professional persuasion tips that focus on both verbal and nonverbal communication techniques. Learn how to effectively manage Q&A sessions and use visual aids to maximize impact.

Some participants will deliver a short mock briefing and Q&A session, while the instructor discusses ways to build on presentation strengths and improve weaknesses.

This course strengthens skills in the art of persuasion and practical presentation, ideal for GS 13 through SES levels. It is designed to meet the executive core qualification, building coalitions/communications, by instructing students in ways to explain, advocate and present facts and ideas in a convincing matter.

*Leadership Competencies emphasized in this course:*

Influencing • Interpersonal Skills  
Political Savvy • Strategic Thinking  
Written Communication • Resilience

 *This is an elective course for the Certificate in Communication and Advocacy.*

## Topics

- Briefing Preparation
- Drafting and Delivering Briefings
- Question and Answer Techniques
- Keys to Success and Simulated Briefing Exercise

**This course is available for custom on-site training on GSA Advantage® as a 1- to 4-day program, and can include one-on-one video and feedback.**

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*Also see*  
**Writing to Persuade**  
*page 25.*



**7 CEU**

Approved for  
.7 CEUs from  
George Mason University.



Course materials include  
*Common Sense Rules of Advocacy for Lawyers*,  
by Keith Evans.

## Time and Date

8:30 am to 4:30 pm

- October 21, 2011
- October 19, 2012

See web site for course location in Washington, DC.

**Registration Fee: \$595**

To register, fax or mail completed registration form on inside back cover, or online.

# Express Registration and Order Form

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