



"We Inspire Professional Speaking Excellence."

## Welcome to CAPS!

Member Profile: **Lynda Kavanagh (The "WOW" Gal)**  
**Business, Entrepreneurial and Not-for-Profit Training**

### Speaking Topics:

Performance-Based Topics  
 such as:  
 Communications  
 Marketing  
 Customer Service  
 Entrepreneurship  
 Etiquette and Image  
 Networking  
 Sales



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What does cycling have to do with marketing your business? Find out in one of Lynda's workshops. Lynda is a world traveller, with most of her travelling being done on a bicycle across Europe. In Lynda's session "Don't stop peddling!", she explains how a mistaken turn on a bike can cost you many hours of energy, and eventually you will have to turn around and go back. In business, a mistaken turn WILL cost you time and money, and unfortunately there's a good chance you CAN'T go back.

She brings her world travels and observations about consumer behaviour into every workshop. Not only is the content solid, she will "WOW" you with her presentation style, her humour and all presentations are memorable because participants recall key points based on some fabulous "WOW" photos of places Lynda has visited on her bike.

Lynda is an expert who has spoken on Marketing and Communications topics, for businesses and entrepreneurs, since 1986. She is a member of CAPS, a graduate of the Dale Carnegie Public Speaking program, she is a columnist for a variety of publications, she was recognized as one of 100 Alberta Ambassadors for Alberta's Centennial and she has won numerous communications and marketing awards.

Lynda's sessions are always fun, always interactive and never, never boring. Whether it is being a conference speaker, a workshop trainer, a keynote speaker, or a consultant with participants after a workshop, people always say "Hey, I've been WOWed by the WOW Gal."

See Lynda in action by going to our video section of WOW's website:  
<http://www.wowcommunications.ca/video.htm>

### Testimonial Quote:

"Your presentation on Branding and Marketing left our audience with practical tools that can be used for small business. You have an amazing ability to relate to the audience which engages everyone; keeping them captivated, entertained and rethinking how to deal with building their business."

- DeAndra Chmelyk, AWE Business Advisor, Calgary

**Lethbridge, Alberta**

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