

Preparation Materials
Manager Tools Effective Manager Conference &
Effective Communications Conference
Ashburn, VA (the DC metro area)
October 4 - 5, 2011

In our efforts to, once again, served the DC metro area, we are offering the Effective Manager Conference as well as the Effective Communications Conference in October this year. Our content will be jam packed as ever, AND, you will learn in a smaller setting as we are limiting the size of the group to bring you a more personalized and intense learning experience. The conferences will be back to back. The logistical information is the same for both, however different schedules are included and are located at the end of this document.

Conference Hotel: The **Embassy Suites Dulles – North/Loudoun** in Ashburn, Virginia, is located just three miles from the Washington Dulles International Airport, meaning you can check in with ease soon after touching down. As well, commuting from DC, or points on the West side of the 495 beltway will take approximately 30 – 35 minutes driving time going against the early morning commute. Room rates are \$179 per night for either a king or double suite. There is a 10% tax on all rooms.

Hotel phone number: (703) 723-5300

Hotel address: 44610 Waxpool Road Ashburn, VA 20147

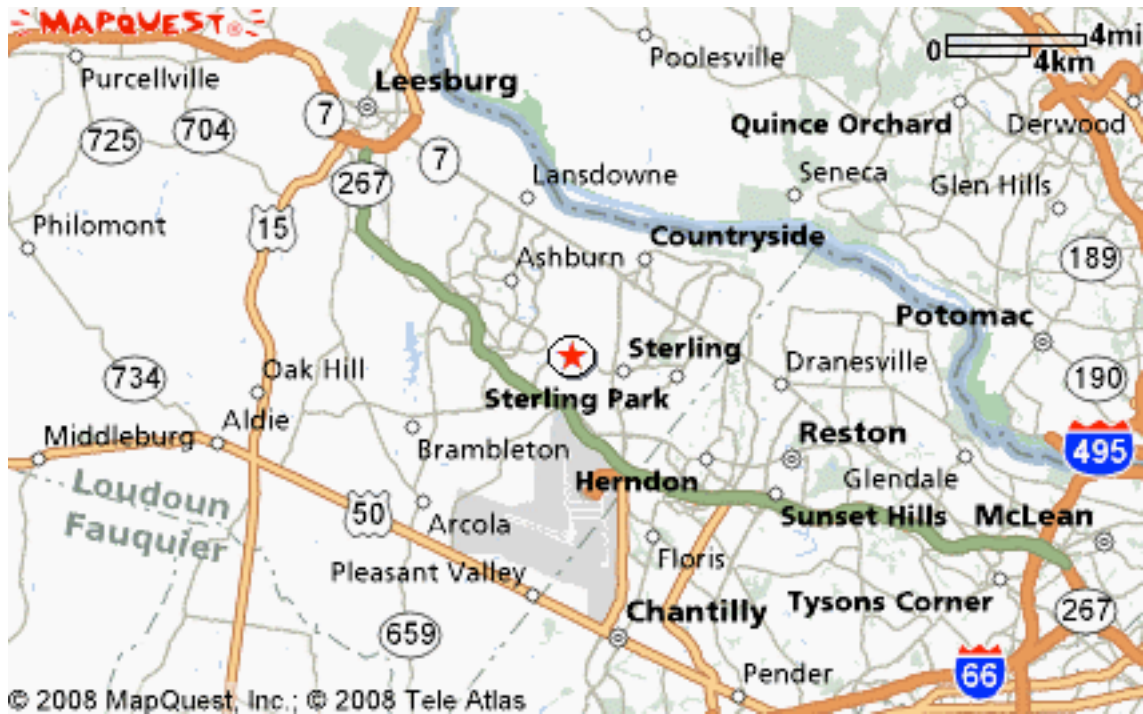
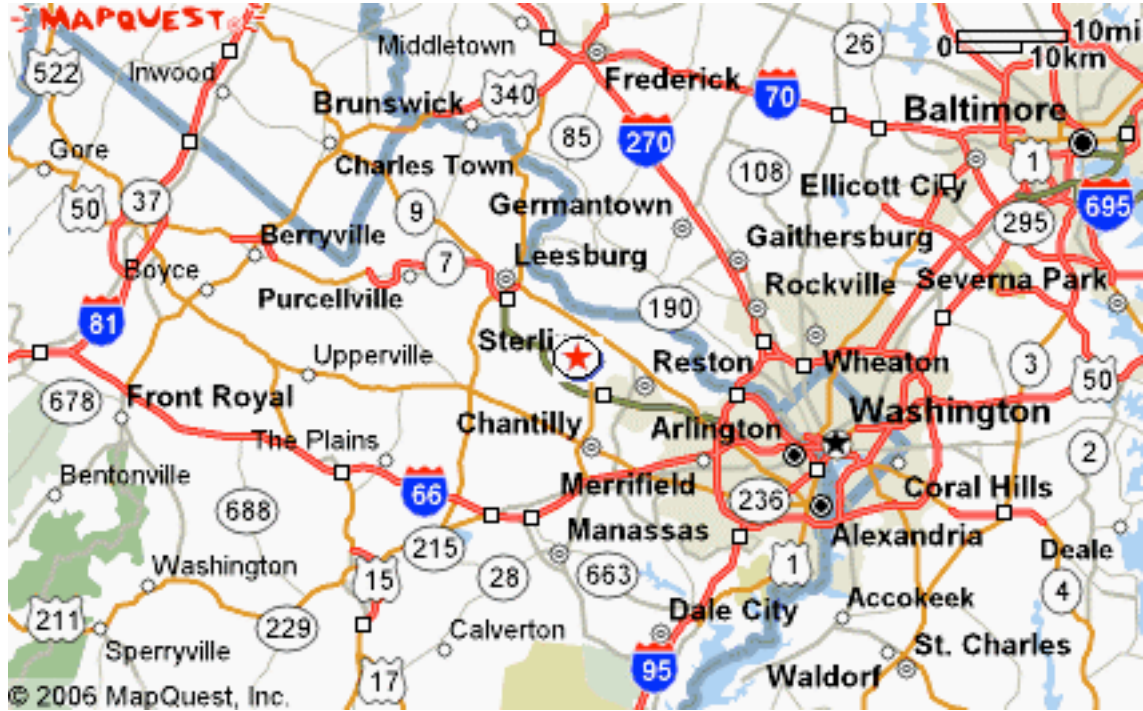
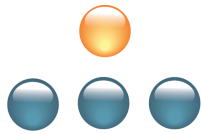
Hotel Website address: <http://tinyurl.com/43bnw8>

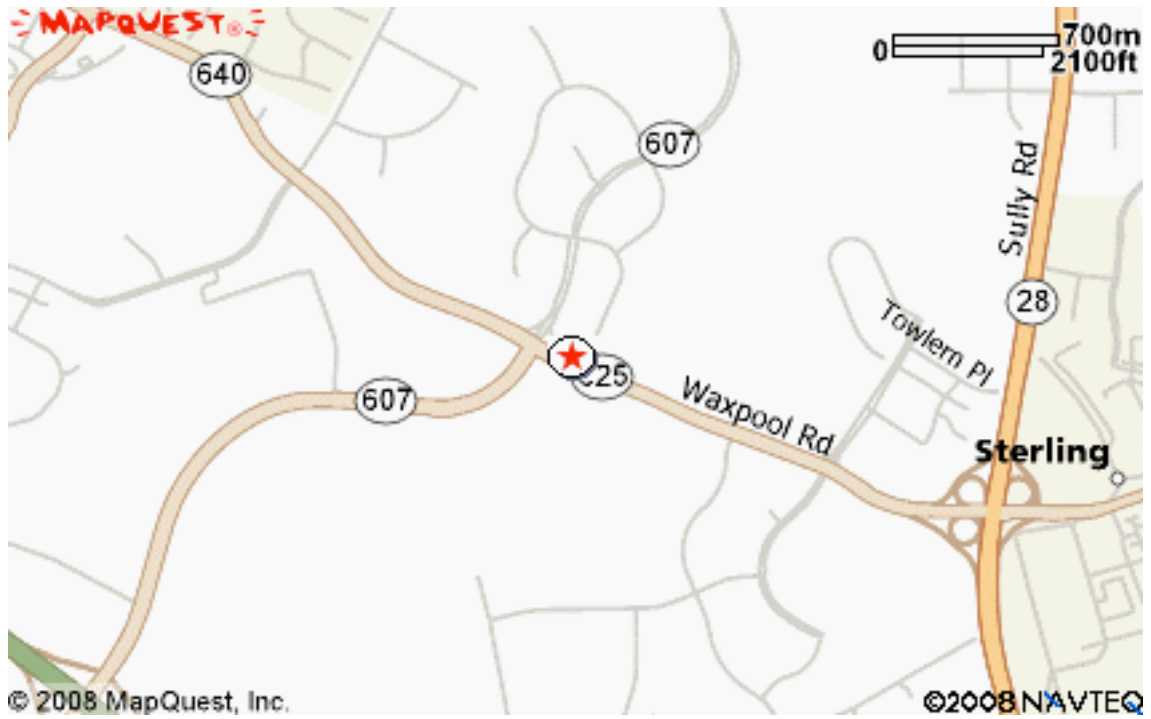
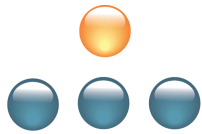
Climate expectations for early October: Highs in the upper 70s/low 80s - Lows in the mid 50s.

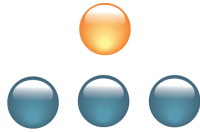
Directions to the Hotel:

There are 2 likely ways to get to the hotel: driving and taking the shuttle from Dulles International Airport.

Driving: Please see the maps below for visual reference with the last map proving the most zoom capability for precise viewing of conference location. NOTE: Parking at the hotel is FREE (a benefit we typically can not offer you!)







Directions & Transportation

Directions from Washington Dulles International Airport:

- 1) Exit airport on DULLES AIRPORT ACCESS road.
- 2) Take VA-28 NORTH / STERLING Exit - go 1 mile
- 3) LEFT exit onto WAXPOOL road - go 1.5 mile - Hotel is on your RIGHT

Directions from locations North of Washington DC

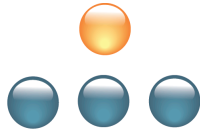
- 1) Take I-95 South towards Washington DC
- 2) Take the I-495 WEST / SILVER SPRING exit #27 - go 18 miles
- 3) Take VA-267 TOLL WEST exit #45A - go 11.7 miles
- 4) Take VA-28 NORTH / STERLING exit #9B - go 3 miles
- 5) LEFT exit onto WAXPOOL road - go 1.5 miles - Hotel is on your RIGHT

Directions from locations South of Washington DC

- 1) Take I-95 North towards Washington DC
- 2) Take I-495 NORTH / TYSONS CORNER exit #170B - go 11.3 miles
- 3) Take VA-267 TOLL WEST exit #45 - go 11.7 miles
- 4) Take VA-28 NORTH / STERLING exit #9B - go 3 miles
- 5) LEFT exit onto WAXPOOL road - go 1.5 miles - Hotel is on your RIGHT

Directions from locations West of Washington DC

- 1) Take I-66 East towards Washington DC
- 2) Take VA-28 NORTH / DULLES AIRPORT exit #53 - go 11.5 miles
- 3) LEFT exit onto WAXPOOL road - go 1.5 miles - Hotel is on your RIGHT



Directions from locations East of Washington DC

- 1) Take US-50 West towards Washington DC
- 2) Take I-95 NORTH / I-495 NORTH exit - go 26 miles
- 3) Take VA-267 TOLL WEST exit #45A - go 11.7 miles
- 4) Take VA-28 NORTH / STERLING exit #9B - go 3 miles
- 5) LEFT exit onto WAXPOOL road - go 1.5 miles - Hotel is on your RIGHT

From Dulles International Airport (IAD):

For any airport inquiries, please dial (703) 572-2700 or click on: <http://www.metwashairports.com/Dulles/>

Regardless of which concourse at which you arrive (A, B, C, or D), please take a mobile lounge to reach the main terminal.

Mobile lounges run consistently around the clock to accommodate the passenger flow from any concourse to the main terminal. Once in the main terminal, proceed to the ground floor for baggage and then directly outside to find the hotel shuttles/ground transportation (taxis and hotel shuttles).

Airport Shuttle:

Embassy Suites – Dulles North is proud to offer free shuttle service to and from Dulles International Airport. The ride from the Airport to the hotel is approximately 10 minutes. You must call for the shuttle – it does NOT run automatically. Once you call the hotel for the shuttle, it will depart on the top or bottom of the hour to get you. For example, if you were to call the Embassy at 4:40pm, it won't leave the hotel until 5:00pm to come and get you. Expect to see the shuttle at the airport approximately 10 and 40 past the hour. Simply pick up the Embassy Suites phone from the bank of hotel options adjacent to the baggage claim, and call for the shuttle. Or you may call the hotel directly from your cell phone: **(703) 723-5300**.

Airport Taxi:

If you are not inclined to take the Embassy Suites Dulles shuttle, you may get a taxi. Approximate fee will be \$15.00

Embassy Suites Hotel Check in/out:

The check in desk is on your right when you come in to the hotel. Check ins are after 3:00pm. Check out is by 12:00pm. If you are flying out on the day of your conference and not staying in the hotel that evening, we will find room for your luggage for easy retrieval. *Embassy Suites Dulles North is a smoke-free facility.*

High-speed Internet access

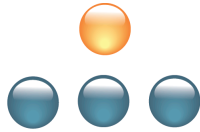
Public Areas: Wireless for free – yet not in the conference room (common lobby areas)

Guest Rooms: Wired*, Wireless

*Wired-for-Business

For a daily rate of 9.95 USD, the following features are available in your guest room:

- High-speed Internet access

**Parking:**

Parking at the hotel is plentiful and free!! A unique offering – believe us! 😊

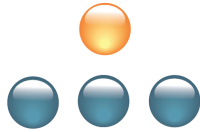
Other Logistical Notes

Meeting Room and Temperature: Even with a smaller than normal size group, we keep the room very cool, so please dress appropriately. FYI, with Mark’s energy, he may be sweating, but you may end up shivering without a sweater or light coat. Ladies, careful of wearing a skirt. **We ARE NOT KIDDING.**

Official Start and End Times: We officially kick off the conference at 8:00am. A continental breakfast will be available in the room at 7:00am. If you are staying overnight in the hotel, you may partake in the hot breakfast bar which is afforded to you as part of your room package. In typical Manager Tools fashion, we will adhere to our schedule and conclude at 5:30pm. Manager Tools will remain afterwards to answer any questions that you may have for an informal Q & A.

Dress Code: We often receive questions on dress code for the conference. Honestly, we have a robust day filled with interactive role play and dialogue. While we understand that you want to appear professional, we want you to be comfortable AND absorbing the content and not dreading that you are being strangled by a too tightly tied tie. Bottom line, professional AND comfortable to maximize your experience.

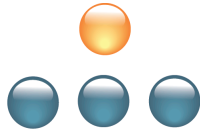
Still have questions? Please feel free to ask. Send us an email to show@manager-tools.com and Maggie will respond promptly to your query. Or, you may call us in our home office: 571-336-6211. For hotel questions, please contact Gail Weiss @ gweiss@contemporarytv.webmail.com or 1-866-406-0033/1-610-272-4030.



**Manager Tools Effective Manager Conference Agenda
Tuesday – October 4, 2011**

- 8:00 Welcome/Purpose/Agenda/Ground rules – we will be starting promptly at 8:00....sharp!
- 8:15 Introductions
- 9:00 One on Ones – The Basics
- 10:00 Break
- 10:10 One on Ones continued
- 10:30 Performance Communication The Feedback Model
- 11:30 Break
- 11:40 Feedback Practice
- 12:30 Performance Improvement – The Coaching Model (Working Lunch)
- 1:30 Coaching Practice
- 2:30 Break
- 2:40 How To Implement the Manager Tools Trinity
- 3:30 Break
- 3:40 Organizational Improvement – The Delegation Model
- 4:20 Delegation Practice
- 5:00 More Feedback Practice
- 5:20 Parking Lot
- 5:30 Close and Begin Open Q & A

Note: Working lunch -- Due to the condensed schedule, Manager Tools will be presenting during the lunch hour while attendees are eating. Beverages and light snacks will be available throughout the day.



Manager Tools Effective Communications Conference Agenda
Wednesday – October 5, 2011

- 8:00 Welcome/Purpose/Agenda/Ground rules – we will be starting promptly at 8:00....sharp!
- 8:15 Introductions
- 8:45 DiSC Overview
- 9:50 Break
- 10:00 Communication Behaviors
- 11:00 Break
- 11:10 Observe Practice
- 12:15 Lunch
- 1:15 Analyze Practice
- 2:15 Break
- 2:25 Analyze Practice
- 3:15 Break
- 3:25 Tailor Practice
- 4:15 Break
- 4:25 Email Communication Behaviors & Practice
- 5:25 Parking Lot
- 5:30 Close