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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly electronic Newsletter, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

The Simple Truth About Coffee Breaks:

This one ain’t rocket science, but I see it happen over and over. When it comes to planning a Conference, let’s face it, there’s no such thing as a ten-minute break! I’ve seen so many Conferences fall way behind as the day goes on because they schedule ten-minute breaks that simply aren’t going to happen.

And at the end of the day, either the whole thing drags on and the audience tunes out, or the last speaker of the day has to cut short the presentation that they spent days putting together and perhaps flew 2000 miles to deliver. Thank God I’m usually the opening Keynote speaker! How far behind can you be if it’s only 9:00 am?

So, when planning a Conference, let’s all agree that breaks are 20 to 30 minutes each, depending on the size of the audience, and while we’re at it, schedule at least 5 minutes between each speaker for “thanking” and “introducing”, unless there’s already a break scheduled at that point.

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.