



Donald Cooper, MBA
Certified Speaking Professional

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.

Conference Seating Tips:

When setting up a room for a meeting or conference, tape off the back few rows with masking tape. This accomplishes two important things...

- 1) First, it encourages people to fill up the front seats, which creates a much better dynamic in the room. It’s more difficult to deliver a great speech when the first three rows are empty. The connection between the speaker and the audience is somehow broken...and energy is lost.
- 2) Second, if all the back seats are filled first, latecomers (and there are always latecomers) have to walk all the way up to the front during the speaker’s presentation, disrupting and distracting the audience. When the back few rows are left empty, the latecomers simply slip into a back row seat with no fuss and no disruption.

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.