



MOMENT MAKER



Increase the impact of your communications  
Increase return on your marketing investment  
Change your target consumer's behaviour

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### How?

By using the same techniques proven to get children to do their homework, increase the likelihood of people completing their tax returns, and tip waiters more.

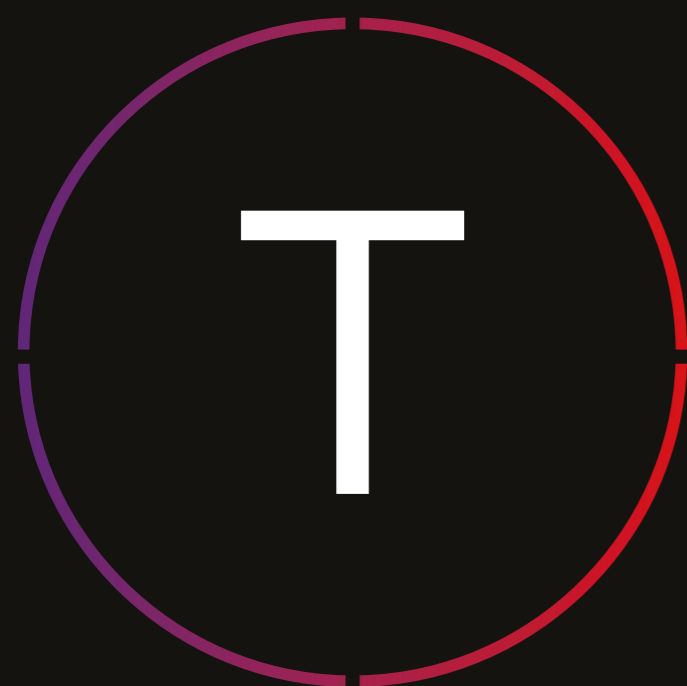
Influencing is well-established, proven science, and you can use it to increase the power of your communications. It's a set of psychological principles that can be applied to any communications situation, from increasing purchases on websites to knowing when customers will buy a new car.

Dr. Robert Cialdini has researched, developed and implemented these principles in organisations around the world. He is widely respected as the leading authority in the field and has written two best-selling books - Influence and PreSuasion.



## The T.I.M.E. System

The program uses a simple structure called TIME that takes you through each step of the process:



### TARGET

TARGET the mindset of your customer



### IDENTIFY

IDENTIFY the Trigger to press in the customer



### MOVE

MOVE these triggers to the optimal moment before you deliver your message



### EXTEND

EXTEND the impact of your communications

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The first part of the workshop is learning how to set the scene to deliver your message. In the second part we cover the classic 6 principles of Influence to the message itself. First you Presuade, then you persuade. Finally you apply it to your own communication project.

Each step provides tools based on proven research that will increase the effectiveness of your communications. Large and small companies and organisations have used these principles to change behaviour - increasing revenues and making communications more effective.

During the workshop, you'll learn all about these techniques, and then apply it a live business issue. You'll develop a communications plan using the techniques which can be put into practice right away.

Companies that have used and benefited from the program include Apple and McDonald's, as well as not-for-profit organisations and smaller businesses.

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If you're interested in joining the workshop,  
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