

# Continuing Education Workshops

115th APA Annual Convention  
San Francisco, California, August 16, 2007



AMERICAN PSYCHOLOGICAL ASSOCIATION  
EDUCATION DIRECTORATE



## PRECONVENTION WORKSHOP

### How to Promote Your Work Effectively and Ethically Through Multimedia (WS Code: Preconv #2)

Sponsored by APA Division 42 (Independent Practice) and the APA Office of Continuing Education in Psychology.

#### Workshop Description

Need to promote your independent practice, market your books, or attract research funds? You can avoid costly advertising by using abundant and free multimedia opportunities. However, if you fear public speaking, being boring, translating complicated information from academia and papers into clear sound bites without jargon, or pressure to overstep ethics and be misquoted by media, learn from this **INTRODUCTORY** audience-participation workshop to promote your work effectively in the media while adhering to ethical standards. Dr. Goldberg is a multimedia and clinical psychologist, public speaking trainer, designer of psychology web sites, and host and producer of a weekly psychology TV program. She employs psychology content multimedia demos and spontaneous mock interviews with workshop attendees to teach you to obtain, effectively use, and coordinate free multimedia (TV, radio, Internet, print) opportunities; establish a recognizable authoritative identity; deliver lively informational messages people understand and remember; present yourself optimally; and enjoy being in the media.

**Faculty:** Carol Goldberg, PhD, ABPP, Host and Producer of weekly TV program Dr. Carol Goldberg and Company, Web Sites and Sound Bites, and Getting Ahead Programs, Syosset, NY

**Date:** Thursday, August 16, 2007

**Time:** 1:00–4:50 p.m.

**Enrollment limit:** 50

**CE Credits:** 4

**Location:** Hilton San Francisco Hotel - 333 O'Farrell Street

Fee	Advance	Onsite
Member	\$120	\$140
Nonmember	\$140	\$180

For more information and to **enroll**, visit the APA CEP website at [www.apa.org/ce](http://www.apa.org/ce) or call us at 800-374-2721, ext. 5991.

**ADVANCE ENROLLMENT  
ENDS JULY 6, 2007.**

This workshop has been reviewed and approved by the APA Continuing Education Committee (CEC). The APA CEC maintains responsibility for the content of the program. Full attendance at the workshop is required to receive CE credit. No partial credit is awarded; late arrival or early departure will preclude awarding of CE credits.

