

## Dana Perino

Former White House Press Secretary, Political Commentator, New York Times No. 1 Best-Selling Author, and Co-Anchor of Fox's "America's Newsroom"

**The Political Realities—Right Now.** A larger-than-life personality, Dana Perino, shares insights and stories in an entertaining look at politics today. Communicating with audiences with the same clarity and precision that gained the respect of the rough-and-tumble White House press corps and the other panelists at *The Five*, her exposure to and time spent interfacing with the media gives her a unique understanding of the spin, the realities, and the ways in which the public is being affected by the current political climate. From her time on *The Five* to her experience in the White House, her dual perspectives in front of the camera and inside the West Wing make her one sought after political expert. She brings an insider's knowledge to her analysis, addressing what's on the minds of Americans and American politicians. She is also particularly adept at depicting how politics affects people outside the beltway, and she breaks down what organizations need to know about politics, offering a clear picture of the changes to come.

**Message Management In Critical Times.** In uncertain economic times, when the American public is re-examining how it consumes news and who it trusts for information, reputation management is more important than ever. As White House Press Secretary, Perino served as the conduit between government and the media, communicating the President's key messages to the American people. An expert in public relations and crafting constructive, forward-looking messages in trying times, she discusses how reputation and message management ensures the health of an organization. Businesses and associations must effectively communicate their message now more than ever, and Perino explains the strategies, tactics, and mindset necessary to present a convincing and attractive face to customers and the American public.

**Energy and Power and the Current Administration.** Energy policy and the impact it has on America and the world is, was, and will continue to be the single most important issue facing American policy-makers. How we deal with shrinking supplies of oil, greater regulation, and foreign dependence will affect every decision made by the current administration. From her time as White House Press Secretary as well as her time working on energy issues in Congress and at the Department of Justice, Perino understands the many angles and viewpoints that cloud and clarify this issue. She speaks about where we're headed, where we've been, and how the policy decisions—both foreign and domestic—will contribute to the energy future of America.

**Life Balance For Women In Leadership.** As only the second female White House Press Secretary, Perino gained a no-nonsense, tough reputation in a field traditionally dominated by men. With a "seat at the table" in the White House—a privilege not usually afforded press secretaries—Perino was more than just a spokesperson; she was a key player in crafting and presenting the President's case to the American public. She speaks about the experience of being a woman in the inner circle, what it means for women in the future, and how women can achieve leadership positions and excel in them while balancing family and life outside of work.

**Be A Good Leader...From A Follower's Point Of View.** Dana Perino, former White House Press Secretary to President George W. Bush, turns the traditional leadership speech upside down by sharing what she thinks makes a great leader. Through compelling stories, sharing both positive and challenging experiences, she walks audiences through three critical elements: access, principles, and loyalty. It was these aspects of working for a president that inspired 4 a.m. wake-ups for four years in a row—and even after the daily "griefings" in front of the press, feeling that it was worth it to keep up the good work. Dana's perspective provides a different way to train leaders of your organization—with memorable emotional stories from working in the pressure cooker.

**Conflict & Confrontation In Daily Communications.** Dana Perino shares tips from the White House podium for successfully making your point and keeping a smile on your face. As the White House Press Secretary for President Bush during highly controversial years, she stepped daily in front of the White House press corps and withstood all sorts of aggressive questioning—yet she maintained her cool. How? She says that often she felt like a duck from the waist up, all looked smooth and calm, but underneath she was paddling furiously to stay afloat. In her presentation, Dana offers seven tips she learned at the White House podium for keeping composed, being gracious, and succeeding in making her points. And you'll love the stories about her and Helen Thomas.

**Point/Counterpoint With Donna Brazile.** In this presentation, Dana Perino pairs up with renowned Democratic political strategist, advisor, and media commentator, Donna Brazile, to offer perspectives from opposite sides of the aisle on today's hot-button political issues. Both women are media savvy, appearing regularly on network

news programs, and both have high-level practical political experience. Perino worked for President George W. Bush and Brazile worked for Al Gore's presidential campaign. These two highly-regarded strategists make up a power duo that debates the issues that affect elections and shape the political landscape.

**Moderator.** Dana Perino makes an ideal moderator for panel discussions, communicating with audiences with the same clarity and precision that gained the respect of the rough-and-tumble White House press corps. Perino excels at coaxing insight from panelists and creating an understanding with practical implications for the audience. A frequent contributor to television news, Perino has the experience to keep participants on topic and provoke discussion. She will help the panel communicate a clear and precise picture of the issue at hand for the audience, lead the Q&A, and summarize the insights gained during the event.

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