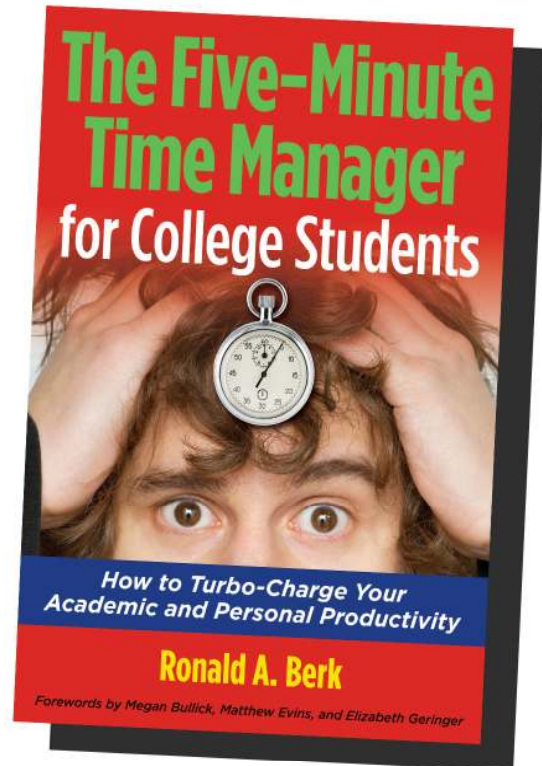


Dr. Ron Berk

Author/Editor of 13 Books and Speaker in 38 States and 11 Countries!

Bring humor into 2009 with Ron's
NEW BOOK!



**"An Electrifying
Lecturer."**

"Professor Berk is an electrifying lecturer who captured the hearts and minds of the students. He showed that good will, laughter, and high spirits know no borders."

Vukadin Milanov, President, International Medical Students' Congress, University of Novi Sad, SERBIA

"Professor Berk's keynote was the best I have ever seen in my life. His lectures and workshops were full of humor and memorable information."

Ruxandra Sfetcu, Medical Student, Western University of Arad, ROMANIA

"Dr. Berk was a sensational speaker and workshop leader at our international student conference. His obvious zest for communication, great sense of humor, and genuine dedication to the students place him unequivocally in the Premier League of Great Teachers."

George Carruthers, Dean, Faculty of Medicine & Health Sciences, United Arab Emirates University, UAE

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Topics for keynotes and workshops:

THE FIVE-MINUTE TIME MANAGER

(Ron's signature keynote)

Are you an undergraduate or graduate student scrambling to keep up with all of your work or a newbie freshman trying to find your way through the college maze? Do you have five minutes to spare? "Sure, why not." Then I have a **"best practices," evidence-based plan used by CEOs and business managers** that will automatically increase your free time by 20% or more. I bet you can use that time.

You can complete *what you HAVE to do* related to your courses, assignments, and laundry in much less time to allow you time to do *what you WANT to do*, such as attend sports events, parties, go snowboarding, rehearse for the spring play/musical, and finish your laundry. Imagine the *feeling of being ahead, relaxed, and in control with buckets of free time to squander away*. That's what makes dreams and spring break vacations in Cancun possible. Alternatively, consider *being behind, unprepared, pressured, and playing catch-up all of the time with the accompanying stress, tension, and frustration*; you never have enough time and you are constantly rushed with little or no time for yourself or anybody else. That's what makes nightmares and Freddy Krueger possible.

Which of these situations would you prefer? The five-minute plan is just the beginning. There are **45 other techniques** that can easily be incorporated into your daily routine to **streamline your studying, test preparation, and personal appointments**. Several of those techniques will be described with music, videos, and humor. Anything you are willing to do will gain you time. **It's a WIN-WIN!** You have nothing to lose by attending this session, not even the time.

FINDING YOUR PASSION IN THE RIGHT CAREER

(Popular keynote)

If you are an undergraduate or graduate student thinking about a career or someone still **searching for just the right "position,"** this session will provide a perspective and suggestions to help you answer your career questions. **If you're on a quest to spear that career windmill, your dream may not be as impossible as it now appears.**

The process of determining *your unique purpose* begins with a **self-assessment**. Pinpoint your attributes beyond the courses you're taking and the knowledge and skills necessary to execute your job, including your special gifts and talents, imagination and creativity, and passion. Next, you have to conduct a **career assessment**. How can you use all of your attributes in one job position? Why did you pick that specific position? Scrutinize your motivation.

Six suggestions are given to guide these decisions, including: use **your imagination** to separate you from the rest of the pack; put **your whole heart** into everything you do; and **be resilient** and persevere in spite of setbacks. **Music, videos, and humor will be integrated into the presentation** to illustrate these ideas. The key elements in making a commitment to a career are described in an uplifting, inspirational, and motivational finale. Ultimately, the **degree of match between your attributes and the job characteristics will determine your success at spearing career windmills.**

HUMOR AS A COPING STRATEGY FOR THE STRESSORS OF COLLEGE LIFE

(Popular keynote)

Do you ever experience stress? “Nope!” You’re kidding. “Yup.” There seem to be **multiple stressors in a college student’s world**, such as course demands, part-time jobs, extra-curricular activities, social or relational problems, personal struggles, family issues, financial pressures, and pets. You will pinpoint your specific stressors. Although the major ones cannot be eliminated, they can be managed and you have choices in how you respond to them.

Among the many “standard” techniques recommended in the research for managing or reducing stress, you will identify the five most effective. However, the simplest solution is (Are you ready? Isn’t this exciting?): Thorazine®. Kidding. Short of controlled substances, consider: **humor and laughter**. You will assess your own use of humor in stressful situations on the **Coping Humor Scale**.

Nearly 50 years of research on the psychological and physiological effects of humor and laughter on stress reduction and stress hormones will be summarized and then applied to your life. **Several systematic humor strategies will be described that you can use daily to cope with your stressors.** You will walk out of this session with concrete methods to “deal” with whatever or whoever is driving you nuts!!!

HOW TO RESUSCITATE DEAD POWERPOINT® PRESENTATIONS

(Popular workshop)

Typical PowerPoint® presentation “lecture” slides are similar to projected book pages on a wall, but with fewer words. You can then either read that material to your audience and induce a coma or amplify upon those words to give them some life.

There are 3 other strategies you might want to consider: (1) **edit content and structure** unmercifully; (2) **add visual images** to illustrate content; and (3) **add music and animation** to the slides. First, view your slides through the eye sockets of your audience. How much content is enough and how can it be structured efficiently on each slide? Second, find imaginative ways to visually present the material with pictures, cartoons, graphics, and other images. Finally, music and animation can effectively resuscitate dead PowerPoint® words. Those words won’t know what hit them. They’ll be as surprised as you. Your audience will definitely appreciate those moving musical titles, text, background music, etc.

This session will take you **step by step through Sony Sound Forge Audio Studio 8 software to extract a music clip from any CD or file, convert it to wav format, and insert it into your PowerPoint® slides.** A handout with a printout of each step will be provided. Several clips will then be **synched with a variety of animation options for titles, lists, text, and slide transitions.** That music will **jumpstart your PowerPoint® presentations** and transform your current slides into a production beyond your wildest imagination.

ON BECOMING TESTWISE: TOP 10 MULTIPLE-CHOICE ITEM FLAWS EVERY STUDENT SHOULD KNOW

(Popular workshop)

This session is designed to **level the playing field for testwise and not-so-testwise students.** If you take a bazillion multiple-choice tests in college courses, graduate school admissions tests, and licensing and certification exams, you need to know the **most common errors in item construction.** There are 10 especially critical multiple-choice item writing flaws with which you should be familiar. I bet you’re thinking, “Why are these 10 so important?” Great question! **Answer:** If these flaws appear in a test, **YOU can use them as clues to the correct answer.** Yup, that’s what I said. You can take advantage of mistakes made by professors and professional test publishers in writing items.

This session will begin with a **Pretest of Testwiseness** to determine your skill level in picking out item flaws. Then a top 10 list of multiple-choice test-item flaws is described and illustrated with semi-amusing items.

At the end of the session, you will be given time to correct your Pretest answers before they’re scored. By the time you leave this fun-filled session, **your mind and eyeballs will be able to detect even the most subtle and sneaky flaws in MC items.** You will be able to take tests with more confidence, lower anxiety, and maybe even increase your scores. Further, should you ever decide to teach, you will have the **skills to write items for your own classes and also write items for publishers of textbooks in your field and standardized tests.** If you hate taking tests, then this is one session you don’t want to miss.

FOR ADDITIONAL TOPICS AND ABSTRACTS, SEE www.ronberk.com.

Ronald A. Berk, PhD

Speaker • Educator • Author • Humorist



Ronald A. Berk is Professor Emeritus of Biostatistics and Measurement and former Assistant Dean for Teaching at The Johns Hopkins University. Over the past 33 years, he published 140 articles and 13 books, three of which are on humor. He has given hundreds of keynotes and workshops on humor and multimedia in teaching and training, time management, stress management, career direction, and testing issues at universities and conferences in 38 states and 11 countries, including Czech Republic, Germany, Italy, The Netherlands, Norway, Portugal, Serbia, Sweden, and United Arab Emirates. www.ronberk.com

RAVE REVIEWS:

"We truly loved Dr. Ron Berk's keynote. What the future medical scientists learned from his remarkable presentation was impressive. He stimulated their minds, inspired, entertained, and definitely challenged them to look beyond..."

Anne-Friederike Hübener, Programme and Logistics Coordinator, 18th European Students' Conference (ESC), Berlin, GERMANY

"Ron Berk's keynote filled with humour, music, and videos captured everybody's attention and imagination."
Cornelis van der Torren, Chairman of the Organizing Committee, Leiden International Medical Student Conference, THE NETHERLANDS

"Ron's keynote was one of the best I have ever seen in my life. I can remember most of what he said. The most impressive point which I had never seen anywhere else was his eye contact with all of the students. I learned so many things from him..." **Afsaneh Morteza, Medical Student, Tehran University of Medical Science, IRAN**

"Professor Ron Berk's keynote was marvelous. All of the music, movies, and sound effects were carefully integrated. For me it was just perfect." **Csongor Toth, Medical Student, Western University "Vasile Goldis" of Arad, Faculty of General Medicine, ROMANIA**

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Marissa Berk-Smith**