

ED BARKS

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Ed Barks is a communications training consultant and author. His corporate and association clients hire him to provide them with the messages and communications skills their executives need on a daily basis. As a result, they gain sharper verbal and nonverbal talents, greater confidence, more opportunities for career advancement, and achievement of long-term business goals.

He wrote the book about communication success, *The Truth About Public Speaking: The Three Keys to Great Presentations*, and the training guide, *Face the Press with Confidence: The Media Interview Companion*.

Ed contributes to publications that matter to his clients, and is the former “Speaking Sense” columnist for the *Washington Business Journal*. He has published numerous additional works such as “A Buyer’s Guide to Communications Training Consultants,” “How Important Are Nonverbal Signals?” and “Maximize Your Next Media Training: Best Practice Standards.”

He also authored the research reports *The Lasting Effects of Media Training: Lifelong Learning or Temporary Phenomenon?*, *But Mom Told Me Never to Brag: Overcoming the Thought Leadership Hurdles*, and *Can We Talk Off the Record? Resolving Disagreements, Increasing Understanding Between Reporters and Public Relations Practitioners*.

Ed has taught more than 4600 business leaders, association executives, government officials, athletes, entertainers, and communications experts.

His clients say he “knows how to elicit peak performance.” They call him “a master at connecting with his audience” and “an effective educator,” and give his communications training workshops “two thumbs up!”

He founded Barks Communications in 1997. He also holds several other leadership roles including service on the Board of Governors of the National Press Club, the Board of Directors of the Institute of Management Consultants National Capital Region, and the faculty of the U.S. Chamber of Commerce Institute for Organization Management.

Ed has a keen understanding of both sides of the communications fence. He earned his public relations expertise in the rough and tumble of Washington, D.C., spending more than 25 years in the nation’s capital directing efforts in such critical areas as media training, media relations, public speaking, and Congressional testimony.

He brings another critical perspective to his clients’ communications needs—that of a broadcaster and journalist. He knows firsthand the tricks and techniques of the reporting trade, thanks to a decade of experience in radio broadcasting. This perspective is essential to clients seeking counsel on how to deal with the media.

A popular speaker, his topics include “The Three Keys to Great Presentations,” “Reporters Don’t Hate You,” “The 411 on Q&A,” “Speaking Nonverbally: How Important Are Nonverbal Signals?” and “Climb Those Marble Stairs: The Secrets to Petitioning Your Government Officials.”

Ed is also the community organizer at The Media Training Blog, located at <http://themediatrainingblog.wordpress.com>.

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