

PRESS RELEASE

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GOPROBRIEFINGS.COM ANNOUNCES CANDIE HURLEY RETIREMENT EFFECTIVE DECEMBER 31, 2024

October 14, 2024: ABPM Fall Conference, Atlanta, GA, USA: After decades of supporting Briefing Programs as a Director, Trainer, Coach, and Consultant, Candie Hurley will be retiring from GoProBriefings.com effective December 31, 2024. She may be reached at Candie@goprobriefings.com through the end of the calendar year.

In her corporate career, Candie led Customer Engagement Programs for Bell Laboratories, AT&T, Lucent Technologies, Avaya, and TriZetto (now Cognizant). She later leveraged her experience as a presentation skills coach and trainer for Mandel Communications, now a Vantage Partners company.

She co-authored the Association of Briefing Program Managers (ABPM) Core Competency Course **Facilitation Skills** for Briefing Professionals in partnership with Ann Benett of Benett Communications in 2004 and has helped hundreds of briefing professionals uplevel their skills and add more value to their programs and companies.

Candie has led seminars and workshops at over 50 ABPM Spring and Fall Conferences. She is a recipient of the ABPM President's Service Award and has served as an Advisory Board member, World Class juror, Briefing Industry Expert, and advocate of the Association since 1999.

Candie joined GoProBriefings.com as an independent consultant in 2022 where she has continued to develop and lead workshops elevating and measuring the impact of customer engagement programs worldwide.

"It has been an honor to have Candie on the GoProBriefings.com team! Her expertise has helped countless customer engagement professionals reach new heights toward achieving world-class program status. GoProBriefings.com and the briefing industry will truly miss Candie. Please join us in wishing Candie all the best in this next chapter of her life."

GoProBriefings.com continues to offer the following flexible, customizable opportunities to learn new or uplevel existing skills and capabilities:

- Gaining Executive Buy-in
- Starting a new Program
- Training your Team
- Marketing your Program
- Benchmarking your Program
- Creating more Business Value
- Dynamic Delivery for Discussion Leaders and Stage Speakers

As of January 1, 2025, we will add a new and exciting workshop taught by Corey Hansen, Trainer, and Coach, "Briefing Ease through Facilitation". Briefing Ease through Facilitation is aligned with the ABPM World Class Characteristics and is a certification course that will train you on skills such as:

- Planning the briefing with the voice of the customer as the primary focus
- Crafting an agenda to meet customer objectives through rich engagement
- Creating strong briefing beginnings and endings to establish a dynamic framework for success
- Finessing the middle – Guiding interactive conversations through discussion leader introductions, transitions, and managing customer responses while keeping on your time track
- Capturing action items and next steps with a focus on the after-briefing experience

To find out more, visit our website at <http://www.goprobriefings.com>.

Our team's experience will guide you in program leadership, strategy, operations, team development, and innovative thinking. Contact us at:

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