



## Sports Celebrity Speaker Workshop to Help Athletes Prepare for Life after the Game

*Fan Experience Expert Ruby Newell-Legner to help athletes prosper*

**(Philadelphia, PA – July 15, 2013)** – Ruby Newell-Legner has spent her entire career working with teams like the Miami Heat, the San Francisco 49ers and the Tampa Bay Lightning, among others, helping to perfect their fan experience. Now, she is using her “team” experience and professional contacts to help former athletes attain their own fan experience as professional speakers. For years, the media has talked about your success in sports; now it’s time for YOU to tell your story.



Newell-Legner will be joined by former Olympian and keynote speaker John Register on July 27, 2013 from 10:00 a.m. – 1:00 p.m. EST at the Philadelphia Marriott Downtown, working with athletes and teams across the country who want to embark on a career in public speaking.



“As a professional athlete, you have achieved success that most of us can only dream of and have put in years of blood, sweat and tears to make that a reality,” Newell-Legner said. “And people are intrigued and fascinated to hear what hurdles you had to overcome to achieve greatness. John and I will help you get there.”

This **FREE** workshop is limited to professional athletes who are speakers or are interested in a career as a professional speaker. You will learn how to tell your story with the confidence that made you a star in sports. You’ll also receive tips to make sure that you win every speaking opportunity, just like you did during your career.

Join host Ruby Newell-Legner, Certified Speaking Professional®, to take your career to the next stage of greatness.

**Date:** July 27, 2013

**Time:** 10:00am-1:00pm

**Location:** Philadelphia Marriott Downtown

**Fee:** None

**Registration Required:** <http://bit.ly/158BHR6>

Our key presenter John Register will offer his journey from Olympic athlete to professional speaker.

***About John Register:** From three time All-American track and field athlete and Olympic Trials participant to U.S. Army Gulf War veteran through amputation and back to supreme athletics and Paralympic Silver Medalist, John Register truly knows how to Hurdle Adversity! John has been using this story of inspiration to lift the morale of others and empower them to never settle into their setbacks, but to hurdle their adversity in all aspects of life with dignity and grace.*

***About Ruby Newell-Legner, CSP:** As the recognized expert in creating the Fan Experience, Ruby uses her experience consulting with and training 26 professional sports teams and more than 60 sports & entertainment venues to promote fan loyalty and retention. Ruby is a Certified Speaking Professional®, a designation bestowed by the National Speakers Association (NSA) to less than 10% of professional speakers in the world. She has presented more than 2,200 programs in 22 countries virtually and in person. Ruby is starting her second term serving on the National Board of Directors for NSA, and this is her fourth year hosting this event.*

***The National Speakers Association (NSA)** is the leading organization for professional speakers. NSA's thousands of members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and the speaking profession. Visit NSA's website at [www.nsaspeaker.org](http://www.nsaspeaker.org)*

For more information about the National Speakers Association Convention, visit <http://www.nsaspeaker.org/attend/convention> or call (480) 968-2552

Contact your host, Ruby Newell-Legner at (303) 807-8978 or by email at [Ruby@7StarService.com](mailto:Ruby@7StarService.com)

**To lead up to the Workshop – Ruby is hosting two insightful free webinars for professional athletes:**

July 22, 2013, Noon-1:00 p.m. MDT – **“Turn Every Media Interview into a Business Opportunity”** with former CBS anchor and NFL on FOX sideline reporter Lee Gordon. Get more information and register here <https://www2.gotomeeting.com/register/178717850>

July 23, 2013, Noon-1:00 p.m. MDT – **“8 Money Draining Mistakes Within Your Website That Are Costing You Sales”** with Predictive ROI Founder and President Stephen Woessner. Get more information and register here <https://www2.gotomeeting.com/register/295702914>

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