



Employment Practices



ON-SITE TRAINING

Public Speaking

During this presentation, the Pierce-Coté team will review the key elements of presenting as well as the importance of speaking with the media to tell the story of the importance of what municipalities do, and how they are leaders for information.

Agenda

Review of key elements of how to prepare, present and effectively respond to questions when making a presentation.

- Participants will be organized into three groups of participants.
- Each participant must prepare a two-minute speech in advance which must be provided to the Pierce-Coté team by October 14.

Each participant will present their speech to their group.

- When completed, a member of the Pierce-Coté team will ask several questions of the presenter.
- The Pierce-Coté team member will then provide feedback to the presenter on positive aspects and areas for improvement.
- Presentation will then rotate to the next participant.

Reward Credits: This training qualifies the MIIA member for .5% MIIA Rewards credit under Public Officials Liability, School Board Liability or Law Enforcement Liability categories

Accommodations: Please contact Mary Ann Marino 781-223-1870 at least 48 hours in advance.

DATE & TIMES

October 22, 2026

9:00 a.m. - 12:30 p.m.

LOCATION

Barnstable Town Hall
2nd Floor Hearing Room
367 Main Street
Hyannis, MA 02601

REGISTER

PRESENTER

Brad Schiff, Pierce-Cote

Brad comes to Pierce-Coté from the "client side," where he has spent the bulk of his 45-year career. Before Pierce-Coté, he held the Chief Marketing Officer position for Papa Gino's and Friendly's, and was the Executive Vice President of Marketing for the Ninety Nine Restaurants.

Previously, he held increasing marketing management responsibility at General Mills, Dunkin Donuts, and Ocean Spray Cranberries.

Brad is an adjunct professor at Emerson College in Boston, where he has taught advertising, public relations, and marketing strategy for the past 18 years.

FULL BIO