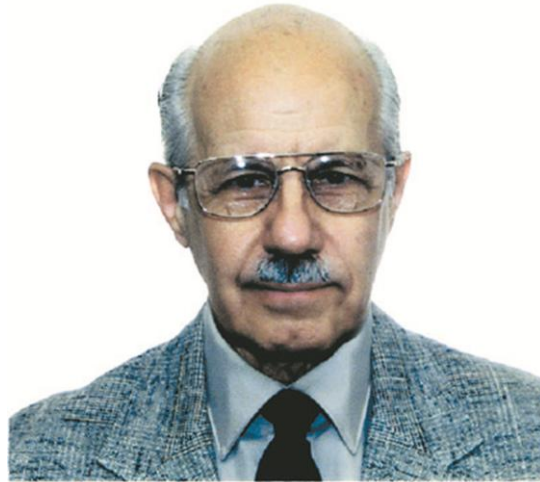


# Richard Cavalier

Author of *Sales Meetings That Work*



RICHARD CAVALIER has designed, written, produced and or run countless meetings and conventions of every size, type and complexity for both corporations and associations on a national and international level.

In the early 1960's he began using techniques then considered innovative and advanced - closed circuit TV, multimedia, sociodrama in the meeting room, and exhibit games. His sales promotion and sales training techniques have included live central meetings, semi packaged regional formats and semi- or fully-packaged meetings for field use.

For over five years, his regular column for *Advertising and Sales Promotion* and *Sales & Marketing Management* magazines have created a new awareness of business standards and communication principles in what had been a complacent, glamour-oriented field.