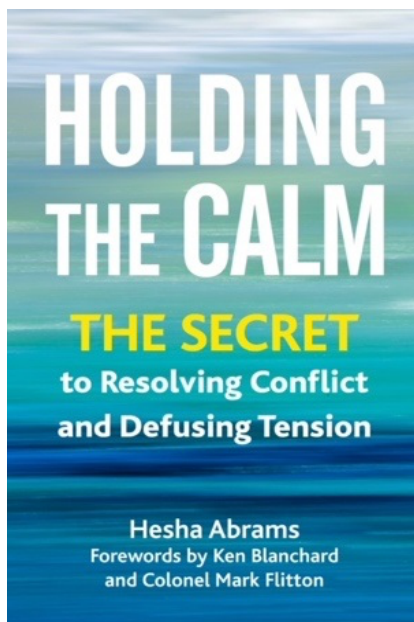




Hesha Abrams, author of  
*Holding the Calm: The Secret to Resolving Conflict and Defusing Tension*

## HOST AN EVENT THAT WILL INSPIRE AND EDUCATE



*Internationally acclaimed attorney and master mediator offers concrete, easy, effective ways to bring **Holding the Calm** into your company or law firm.*

*Holding the Calm, The Secret to Resolving Conflict and Defusing Tension [Berrett Koehler Publisher distributed through Penguin Random House, July 2022], reveals how to choose the right solution for any tension-filled situation. It is the ultimate guide to help individuals, leaders, businesses, and communities, access immediately workable conflict management tools to approach and resolve workplace issues, lawsuits, marriage disputes, community conflicts, and everyday arguments.*

*"Hesha, I just wanted to thank you for a truly outstanding job. Your tenacity and creativity were the reason that this case settled."*

Stephen M. Naughton Senior VP  
PepsiCo, Inc.

*"Hesha has discovered the secrets to dissolve egos, assuage big personalities, and loosen up those dug-in heels. I want a copy for everyone on my team."*

Michael Eddy, Director, Investments and Accountability  
Stanford Impact Labs

**MEDIA INQUIRIES** Please contact Janet Shapiro, Vice President, Smith Publicity  
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HESHA ABRAMS  
MEDIATION, LLC

## Ways to Bring *Holding the Calm* into your organization...

### **Inspirational Speech or Keynote**

A one-hour talk which will be inspirational, educational, and humorous. Participants receive a print or e-book copy of "*Holding the Calm*."

### **Fireside Chat**

Your firm or company sponsors this event. Host/Moderator and Hesha sit and talk in an informal setting, followed by a Q & A with the audience.

### **Conflict Resolution Training**

Host a one- or two-hour conflict resolution training for managers or other employee groups. *Holding the Calm Training and Discussion Guides* will be provided so attendees may conduct future small group trainings with their subordinates.

### **CLE or Other Continuing Education**

A virtual two-hour continuing education master seminar in conflict management and dispute resolution, including one hour of ethics.

### **Business Development Opportunity**

An outside law firm sponsors an event as a business development experience. Invitees can be focused from the legal departments, or a wider audience of managerial staff of a particular group, institution, or organization. The event can be held either in-person or virtually and can also be expanded to include a Fireside Chat to create even more engagement. This can be combined with a social networking event.

### **Womens' Event**

Women partners or managers are asked to invite women clients and customers to a large corporate event with a one-hour inspirational talk. The event can be combined with a separate social networking event.

### **Volume Pricing for Bulk Orders**

Contact Aaron Schleicher, Porchlight Books Fulfillment Team for your requests for customizations, and the shipping of your order. [Aaron@porchlightbooks.com](mailto:Aaron@porchlightbooks.com)

### **Customized Special Editions**

Order customized print copies of *Holding The Calm*, branded with the name of the ordering firm, organization, or institution. Offer your CEO, GC or another esteemed staff member the opportunity to write a foreword to be included in this special edition of *Holding The Calm*. Minimum order 500.

### **Fees**

For a limited time, Hesha's in-person speaking fee will be offset by a minimum bulk order of books, e-books or audio books. For a one-hour virtual event, there will be no speaker fee with a guaranteed minimum order of 100 books, e-books or audio books.

*Holding the Calm: The Secret to Resolving Conflict and Defusing Tension* released nationwide [Berrett Koehler-Distributed by Penguin Random House July 2022] and is available on [Amazon](#).