

# Bullying & Cyber Bullying Prevention for Teens

“Edutainer” Information  
Packet



**Don't Get Lectured. Get “Edutained!”**

**Book Your Presentation Today! Call (508) 963-5555 or Email: [info@dynamicinfluence.com](mailto:info@dynamicinfluence.com)**



facebook.com  
**/DynamicInfluence**



Instagram  
**@DynamicSpeaker**



YouTube.com  
**/DynamicInfluence**

# TABLE OF CONTENT'S

---

1. MEET THE PRESENTER.....	p.2
2. THE ISSUE & THE DYNAMIC DIFFERENCE.....	p.3
3. OUTLINE OF PRESENTATION.....	p.4
4. PROMOTIONAL VIDEO & TESTIMONIALS.....	p.5
5. PARENT NIGHT & ONLINE PORTAL.....	p.6
6. CLIENT LIST.....	p.7
7. RIDER (Requirements).....	p.9
8. PRICING.....	p.10

PROUD MEMER OF:



# A Different Kind Of Speaker

## A SPEAKER THAT CONNECTS

Colleges and Universities around the world are raving about professional college “edutainer” Robert Hackenson Jr. Although there are several speakers that focus on substance awareness, no one can compete with Robert’s combination of useful “down to earth” messages and dynamic delivery. He has a unique way of truly connecting with your students and speaks with them instead of at them. The topics and scenarios covered during this presentation are ones that will be relevant to your students, and the magic and hypnosis helps to make these important lessons memorable.

## SPEAKER BACKGROUND

Since 2004, Robert has been delivering highly interactive “edutaining” presentations in a dynamic fashion. His messages have been delivered to students across the country in 46 states coast to coast, several Canadian provinces, and around the world as far as Australia.

It is Robert’s belief that merely lecturing to students results in glazed eyes, and the important messages are lost. Therefore, he has made it his mission to deliver highly interactive and attention-grabbing educational experiences that your students will learn from and enjoy. As a result, Robert’s popularity as a speaker continues to grow as he has shown students and professionals everywhere that educational lectures don’t need to be boring. lessons in a memorable fashion.

## PROFESSIONAL EDUCATION & EXPERIENCE

After graduating from Western New England University, Robert Hackenson Jr. earned his MBA and Certificate in Advanced Organizational Leadership (CAOL) from Nichols College. Robert also became a certified facilitator on hate crime prevention from the ADL. As a magician and studied Neural Linguistic Programming (NLP), body language, and became a Certified Hypnotist through the National Guild of Hypnotists.

### ***Bully / Hazing Prevention Training***

Robert was trained and certified as a facilitator by the Anti-Defamation League (ADL). Since 2006 Robert has been delivering bullying prevention presentations to students, education professionals, and parents across the United States and Canada.



**Robert Hackenson Jr.**  
Professional “Edutaining” Speaker

### As Seen/Heard On:



# THE ISSUE

---

Bullying continues to be an issue in schools, and with the convenience of social media, it can follow students home. This lecture takes on these difficult discussions by taking your students through a rollercoaster of emotions while creating bullying awareness, teachers self awareness, and promotes the need to embrace differences and treat others with respect. Robert then challenges the students to “set the tone” within your school, because if students stand together they can make a positive difference.

This presentation focuses on these and additional topics, such as:

- Defining bullying and the different types
- Why people bully – No one is born a bully, it’s a learned behavior
- Difference between a “victim” and “target”
- Important steps to follow when being targeted by a bully
- Empowering the bystander to take action
- Changing students way perspective on bullying



# The Dynamic Difference

---

## 1. PRESENTATION STYLE

No Glazed Eyes! Professional “edutainer” Robert Hackenson Jr. specializes in delivering educational lessons in an entertaining way. Your middle school students will be captivated throughout this entire presentation as they laugh, gasp in amazement, and are on their feet participating in the presentation, all while learning important anti-bullying lessons.



# PRESENTATION OUTLINE

## Bullying

- Definition of bullying and the different types
- People are not born a bully, it's a learned behavior
- Putting yourself in the other persons shoes



## Cyber Bullying

- What is Cyber Bullying and why it's so dangerous
- What to do if you or someone you know is cyber bullied
- GOLDEN RULE 2.0 (Post of others as you want posted about you)



## The Target

- Difference between being a target and victim
- What to do if you are targeted:
  - o Tell them to stop and walk away
  - o Diffusing the situation by not giving bully attention
  - o Tell a teacher, parent, or trusted adult



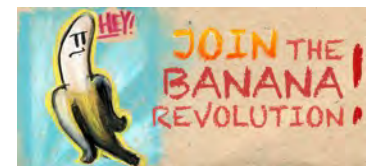
## The Bystander

- Why is the bystander so powerful?
- The difference between Tattling and Reporting
- How to support the target and diffuse a bullying situation
- When should you run and get help?



## Banana Revolution

- What is the Banana Revolution
- How to spread the word



## Final Thoughts

- Summing it up – Recap quiz
- Unlocking the way to create a bully control zone





# Promo Video & Testimonials

## Promo Video



Watch Promo Video: [https://youtu.be/\\_Jb\\_v6yrqsQ](https://youtu.be/_Jb_v6yrqsQ)

## Video Testimonials:

Towanda Schools: <https://youtu.be/x2xgXTm-tOw>

McCloskey Middle School: <https://youtu.be/UblytwRhZq0>

Towanda Student Testimonials: <https://youtu.be/eTs5ZbUtK2U>

St. Simon Apostle: [https://youtu.be/2\\_njJ2Nch\\_0](https://youtu.be/2_njJ2Nch_0)

Cambridge Montessori School: <https://youtu.be/l9j6xeL-gkk>

St. Michael's School: <https://youtu.be/D4TFQogOwd4>

Norwich Free Academy: <https://youtu.be/iuZDC2zmGTg>

Desert Island High School: <https://youtu.be/DAe1Ua4Mp1I>

Brockville High School: <https://youtu.be/UWI62ybl24Y>

**References available upon request.**



# Parent Night

---

*NOTE: You can also have a parent education night as one of the presentations included in the “flat day rate” (See pricing on page 10).*

## Why Have A Parent Education Night on Bullying Awareness?

It is important for both parents and teachers to understand the new trends and potential issues of bullying and cyber bullying, how to spot it, and how to address it. A parent education night on bullying awareness will:

1. Provide a unified message between students, teachers, and parents.
2. Enlighten parents what potential issues their child is facing
3. Show the community your school is taking an initiative to curb bullying and cyber bullying

## What Parents Will Learn

This presentation will appeal to the tech savvy parent, the parent who is technology-illiterate, and everyone in between. During this presentation, parents will learn the important messages their child received at the assembly, along with specific information just for parents, including:

- Facts about bullying and cyber bullying that all parents and teachers need to know.
- How to teach kids the difference between “children playing rough” vs. “bullying”
- When to let children “handle things on their own” and when to step in
- What are the warning signs to look for with bullying and cyber bullying.
- Additional helpful tools and resources to help parents with teens on social media

# Online Portal

---

As part of the flat day rate, parents will also gain access to our Bullying Awareness Parent Portal for 12 months! This is a great reference for parents who attended the presentation, and also a great resource for those who couldn't attend. This portal:

- Can be used as a point of reference for parents to revisit.
- Helps parents to stay current on the potential issues
- Gives access to additional tips and resources.



# WHERE WE'VE EDUTAINED

Robert's "edutaining" presentations continue to gain popularity across the United States, Canada, and around the world as far as Australia. He has now "edutained" in 46 states, and several countries. [\[View All of Our Clients\]](#)



## ALASKA

- Wasilla High School
- Houston High School
- Susitna Valley Jr/Sr High
- Teeland Middle School
- Valley Pathways
- Annette Island Schools

## ARKANSAS

- Piggott High School

## CALIFORNIA

- Placer High School
- E.V. Cain Middle School
- Loyalton Elementary School
- Downieville School

## COLORADO

- Boulder Country Day School

## CONNECTICUT

- Woodstock Academy
- Norwich Free Academy
- Coleytown Middle School

## GEORGIA

- Northwest Schools

## ILLINOIS

- Logan County Schools
- Mt. Pulaski High School

## INDIANAPOLIS

- St. Simon Apostle School
- Southwest Schools

## MAINE

- Mount Desert Schools

## MARYLAND

- St. Andrews Episcopal School

## MASSACHUSETTS

- North Reading Middle School
- Pembroke Community Middle
- Lynnfield Middle School
- Milford Middle School
- McCarthy Middle School
- Parker Middle School
- Ryan Wynn Middle School
- Bishop Freehan High School
- The Newman School
- Cushing Academy
- Nashoba Valley Tech High School
- Clinton High School
- Granby High School
- New Bedford High School
- Silver Lake High School
- David Prouty High School
- Ayer High School
- Georgetown High School
- Hudson High School
- Norwood High School
- Milton High School
- Oliver Ames High School
- Westwood High School
- Lenox High School

- Lenox High School
- Bristol Plymouth Voc Tech
- Shepherd Hill Regional High School
- Oxford High School
- Minnechaug Regional High School
- Marlborough High School
- Nashoba Valley Voc,
- Southbridge High School
- Millbury High School
- Shrewsbury High School
- Pingree School
- The Newman School

## MICHIGAN

- Detroit Country Day School

## MINNISOTA

- SFCDA St. Francis Comm Schools

## MISSISSIPPI

- SMART Youth Conferences

## MONTANA

- Saco Schools

## NEW JERESY

- Meadowbrook Elementary
- Randolph Middle School
- Academy of Holy Angels
- Delaware Township School



# WHERE WE'VE EDUTAINED continued...

## NEW YORK

- Hauppauge Middle Schools
- Saugerties Central Schools
- Myers Corners Elementary

## NEW HAMPSHIRE

- Alton Central Schools
- Brewster Academy

## NEVADA

- Our Lady of Las Vegas

## NORTH CAROLINA

- Charlotte Preparatory School
- First Flight Elementary School
- First Flight Middle School
- First Flight High School

## OHIO

- Harrison Hills City School District

## OKLAHOMA

- Oklahoma Okstuco Annual Conference

## OREGON

- Gardiner Middle School
- Ogden Middle School
- Oregon City High School

## PENNSYLVANIA

- Towanda Elementary School
- Towanda Jr./Sr. High School
- Franklin Regional High School
- Fraklin Middle School

## RHODE ISLAND

- Barrington Middle School
- Exeter Job Corp.
- Jamestown Schools

## TEXAS

- Amarillo Schools
- Kilgore High School
- Kilgore Middle School

## VERMONT

- Student Assistant Professionals Annual Conference

## WASHINGTON

- Anacortes Middle School
- Anacortes High School

## WISCONSON

- Gibraltar High School
- Gibraltar Middle School
- Gibraltar Elementary School
- Oregon Schools

## WYOMING

- Paradise Valley Elementary

## Organizations/Conferences:

- American Lung Association Youth S.M.A.R.T. Trainings, MS
- Student Assistant Professionals Annual Conference, VT
- Breezy Point Wellness Conference, NY
- Barnstable Wellness Conf, MA
- Wyoming's FBLA Annual Conference, WY
- Building Resiliency Youth Conf. KS
- Worcester District Attorney's Youth Leadership Conference, MA
- Stay In The Game, MA
- STRIVE Youth Middle School Conference, MA

- Northwestern District Attorney's Teens Against Drinking Conference, MA
- Western Massachusetts District Attorney Middle School Leadership Conference, MA
- Wyoming Counselors Association Annual Conference, WY
- Peace Takes Practice Conference, MA
- MIAA Wellness Summit, MA



**Ready to add  
your school or  
conference to  
the list?**

**Call 508.963.5555 Today!**

# RIDER / REQUIREMENTS

---

## Staging:

Stage or riser with a minimum surface area of 12'x24.' If risers are used, it is best to ensure these risers are sturdy without any cracks between the sections and for the riser to be flush up against a wall. If the performance is on the ground floor without a stage it is important that the audience will be able to clearly view the stage area.

## Table:

- 1 small table/desk (Like the size of a card table. This is for props)

## AV Requirements:

- 1 Lapel Mic (or headset)
- 1 Handheld Mic
- Stage lighting if available
- Projector & Screen
- Sound for computer
- 2 Bottles of water
- 1 Banana per bullying presentation

If for any reason you feel as if you cannot meet these requirements please contact Rob at 508-963-5555.



# TIMING & PRICING

## TIMING

This presentation is approximately 1hr long; however, it can be altered to fit your time needs.

## PRICING OPTION 1

### SINGLE PRESENTATION PRICING

*Single Presentation:* \$1,500 + travel expenses  
(Travel includes: flight, hotel, & transportation. *Note: travel costs are not applicable for MA, CT, RI, and Southern NH).*

## PRICING OPTION 2 \*\*\* MOST POPULAR \*\*\*

### FLAT DAY RATE

*Flat Day Rate:* Get up to 4 presentations (including parent education nights) in the same day for your school, or split with other schools within your district, or neighboring schools, for the one flat rate of \$2,000 + travel expenses. (Travel includes: flight, hotel, & transportation. *Note: Travel is not applicable for MA, CT, RI, and Southern NH).*

Watch Video About Flat Day Rate: [https://youtu.be/R\\_FQTQsUIP4](https://youtu.be/R_FQTQsUIP4)



### Example:

PRESENTATION TITLE / SCHOOL	START TIME
Middle School Bullying Prevention Edutainment Presentation.....	8am
High School Bullying Prevention Edutainment Presentation.....	10 am
Elementary School Self Esteem Edutainment Presentation.....	1pm
Parent Education Night – Bullying Awareness Edutainment.....	7pm

**All for one flat rate!**