

# Leaders Facing the Media

**Wednesday 6 April 2011**

**LASER THOUGHT™**

*Training in the Round™*  
with Julian Simmonds

**EXECUTIVE PRESENTATION WORKSHOP**

# Facing the Media

**Presenting powerful and persuasive messages  
to tough audiences**

## INTRODUCTION

This one-day workshop explores ways to develop a positive relationship with the media. It is entirely possible to deliver an important, coherent message and yet fail to communicate effectively because you have underestimated the power of body language and tone of voice.

You will develop conceptual tools for analysing and understanding the importance of visual image and body language. You will also assess the sound of your voice ensuring that your views are presented with clarity and authenticity. Using CCTV and video play-back you will develop your confidence in dealing with difficult questions by bridging and delivering a powerful message. This high impact programme will help you project yourself confidently, successfully and innovatively, an image that is appropriate to your profession, your company and your goals.

## CONTENT

- Media training interview techniques
- First interviews and video playback
- Principles of effective communication and group negotiation
- A Non-verbal communication
- The 15-second sound bite
- Bridging
- Dealing with difficult questions
- Second interview and video-play back
- The newspaper, television and radio interview
- Interview preparation and studio tips
- Twelve steps for a successful interview

## OBJECTIVES

Upon completion of the workshop you will be able to:

- Speak confidently, comfortably and articulately to the audience
- Use the voice and body to present a powerful image
- Develop a compelling personal presence and presentation style
- Build rapport with difficult audiences
- Improvise and bridge to powerful statements
- Tap into your communication strengths and resources, personal energy and dynamism

## METHODOLOGY

*This workshop utilises a unique experiential training model, **Training in the Round™**. Experiential, interactive and participatory, this workshop strengthens and builds upon your existing skills, raising you to new levels of heightened self-awareness and confidence.*

*The emphasis is on creating a safe and nurturing environment in which participants can break with old patterns of thinking and behaviour and formulate new concepts which more effectively link their creative ambitions with work related projects. The majority of people forgo taking the risk of working to the full extent of their talent and potential for safer and more accepted patterns of behaviour. This workshop aims to empower participants to recognize and fulfil their personal and professional potential.*

*“A superb workshop that helped me to understand how to respond to difficult questions and put my message across clearly. The **experiential** format allowed for practice to **build confidence.**”*

## SEMINAR LEADER

### Julian Simmonds

**Julian** is Chairman of Palo Alto Media Group. The Palo Alto Media Group's Emmy Award-winning associates provide media production and communication events, consulting and training services.

Julian is an international marketing and joint venture consultant. During the last ten years, Julian has focused on strategic communications and international alliance strategies involving launch plans, media presentations, conference and event planning for both the public and private sector. He has worked extensively in USA, Hong Kong, Mainland China, Singapore, Japan, Vietnam and Australia.

His multinational clients in training and consulting field include; Shangri-La Hotels and Resorts, Mazda, Bausch & Lomb, Cathay Pacific, AON, TMRC Research & Strategy, Euroclear Bank, Exa, Kuraray, Works Infrastructure, Teijin, British Consulate-General and UK Trade & Investment.

Successful projects have included facilitating trading partnerships between North America and European companies. In 1997 Julian was awarded the title of Honorary Citizen of the City of Xin Yang in recognition of his services to the business development of the City.

Julian also finds time to share his experience in Universities. He is an associate of Henley Business School, representing the University of Reading for business development and corporate solutions in the Asia Pacific region. Since 1989 he has been a visiting lecturer on MBA and executive programmes at various Universities such as Judge Business School – Cambridge University, Glion Institute of Higher Education,



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SSwitzerland, Stanford University, UC Santa Cruz, CSU East Bay, Oxford Brookes, and Bristol University. Since 1997 he is also been an executive training consultant for the Hong Kong Management Association.

As Chairman of New Bristol Arts Centre in the 1980's, Julian was responsible for highly successful drama productions. This role reflected his lifelong interest in the theatre, including writing, acting and directing. The evolution and development of his experiential training model, **Training in the Round™** is based upon the power and energy found in the theatre. He conducts his workshops using the **Laser Thought 3i™** leadership model with the Include, Inform and Inspire methodology.

More information at  
**[www.LaserThought.com](http://www.LaserThought.com)**

### DESIGNED FOR

Executives, Managers and Teachers who want to influence their audience by presenting themselves with passion, enthusiasm and energy.

### WORKSHOP MATERIALS

You will receive a copy of the course manual.

**LANGUAGE** English

## DATE

### Leaders Facing the Media

Wednesday, 6 April 2011

## VENUE

The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay, Hong Kong  
Tel: 2574 2238

## TIME

9:00 am - 5:00 pm

## REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 10 days before the workshop. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information on the workshop, please contact Ms Jane Ma or Mr S H So on 2774 8552/2774 8550. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

## FEES

HKMA Members: HK\$2,800

Non-members: HK\$3,000

Early Bird Discount: HK\$200 each

*(For those who enrol and pay one month before the course commencement date)*

Group Discount: HK\$200 each

*(For those companies which send a total of two OR more participants to this course and enrol at the same time)*

*(Lunch is provided with compliments.)*

# HK THE HONG KONG MA MANAGEMENT ASSOCIATION

## EXECUTIVE LEADERSHIP WORKSHOP

To: Director General, The Hong Kong Management Association  
16/F Tower B Southmark 11 Yip Hing Street Wong Chuk Hang HONG KONG  
Tel: 2774 8552/2774 8550 Fax: 2365 1000

Please enrol me in the following workshop:

(EB)

Leaders Facing the Media (AC-86754-2011-1-FC) 6 April 2011

Enclosed is a crossed cheque for HK\$\_\_\_\_\_ (made payable to The Hong Kong Management Association) for this function. Cheque No. \_\_\_\_\_

Name: Mr/Ms: \_\_\_\_\_

Preferred name to appear on the Certificate: \_\_\_\_\_

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_ Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Co. Telephone No.: \_\_\_\_\_ Fax No.(Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Where did you **FIRST** learn about this programme?

OINA

Email Promotion from HKMA  Direct Mail by Post  HKMA Website

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition (Please specify): \_\_\_\_\_

Correspondance Company Home

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Fee paid by  company  self

\* **No refund** will be made after payment, but participants can arrange to have their places substituted for the same workshop should they be unable to attend the workshop.

\* Personal data will be used for the purposes of market research, programme development and direct mailing.

\* The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.