



Who speaks for your organisation?

Well of course **ALL** your staff do – whether formally as spokespersons, or informally through their social media links, personal blogs, tweets etc, but

- *how well do they communicate the right messages both within and outside your organisation?*
- *How well do they cope with tough questions that can arise?*

Equip your people to become Inspirational Communicators



Pulford Media offers a one-day Masterclass

Friday 15th June 2012 – 09.30-17.00

Take-aways to put into practice immediately:

- **Giving great answers to tough questions in critical conversations... with government representatives, donors, aid recipients, employees and the public**
- **Formulating the most appropriate messages for each audience – and summing them up more powerfully, clearly and succinctly**
- **Delivering those messages with punch – whether verbally or in writing**

Michael Dodd is a journalist, media and presentation trainer, and an associate of Pulford Media, working regularly for both international organisations and government departments teaching media response skills. A lecturer in broadcast journalism for many years with the University of Westminster, he continues his association with the university through delivering media master classes. Mike was the recent winner of the “New Speaker of the Year” award from the Academy for Chief Executives

As well as being highly constructive, Michael’s presentation enabled members to deal with difficult questions in a session which was lively, entertaining and fun.” Chris Chater, Joint Chairman, Business Leaders Group

Venue: Colladon, 5-7 ch. Colladon, Petit Saconnex, 1209 Geneva

Cost: CHF 330 incl. coffee, lunch + own recorded session to take away

Special offer: Bring a guest and pay only CHF 220 for second place

Please register early for this session: liz@pulfordmedia.co.uk / +41 79 547 5131