

Critical Skills for Executives in Media / Public Relations Training

09:00-13:30, July 29th, 2011, Friday
JW Marriott Hotel at Tomorrow Square, Shanghai

Intense, Focused Coaching and Advisory Sessions composed of

- * **Active, Engaging Practices**
- * **1 on 1 Deep Coaching**
- * **Personal Advisory**
- * **Follow-up Assessment**

With Mario Cavolo, One of APAC Region's Top-Caliber Coaches



- * Appeared on Bloomberg Television worldwide and is a certified media expert and associate of News Certified Exchange
- * Featured on CCTV with Hong Kong superstar Eric Tsang
- * Wang Wang Foods Co. annual Chinese New Year TV commercial
- * Kempinski Resort corporate video host
- * South Korea TV with superstar Rain for Lotte Corp.

Limited to only 3 participants, this 4.5 hour media training session includes your video interview demo and USD 800 discount on NCE media certification.

Key Topics

Part One: Precision and Performance

- * Catalysts To Change
- * Master Appearance
- * Master the Language
- * Master Your Voice

Part Two: Media Specific

- * Key Messages
- * Handling Interviews & Questions
- * On Camera Skills
- * Crisis Management & Tough Questions

Target Audience

This event is essential for executives and other individuals acting as spokespersons, sought by and tasked to deliver PR messages to the media effectively and safely including:

- * Entrepreneur
- * Chief Executive Officer, General Manager, Managing Director, President
- * Investor Relations Executive
- * Corporate Communication Executive
- * Public Relations Officer
- * Organization Spokesperson



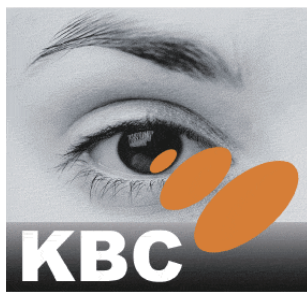
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Program Outline

Part One: Precision and Performance

- * Catalysts To Change: Awareness, Control & Design - The Foundation Behind Every Master Communicator's Ability
- * Master Appearance: includes precise design of body position and body language, movement of head, eyes, arms, and legs, identifying and using room space and sections
- * Master the Language: includes learning use of proper and persuasive detailed scripting, pacing and leading language phrasing, using sense words, motivation phrasing, question tags and time distortion to create precise, deep engagement
- * Master Your Voice: includes specific focus on the combined use of precise, controlled and designed vocal speed, emphasis, pausing and repetition

Part Two: Media Specific

- * Key Messages: media/ PR key message assessment; always create positives and yes's in your messages; key phrase for your positive PR and brand messages
- * Handling Interviews and Questions
- * On Camera Skills: on camera you are scrutinized.. you are on display.. you are permanently recorded for all eternity.. you can't take back any mistakes.. you can look and sound great..
- * Crisis Management and Tough Questions

Meet The Facilitator: Mr. Mario Cavolo



Starting with organizations including American Airlines, PPG, Kempinski Resorts, Alcatel Lucent, Siemens, L'Oréal, eBay, Delphi, Arvinmeritor, Qiagen Health, Bosch, Dupont, ASML, and Deutsche Bank, it is easy to see how Mario can be the perfect choice to coach your executives, to facilitate and advise on your projects and events.

"Mario Cavolo is a very enthusiastic, knowledgeable and trustworthy partner, and provided very high value added to our President in enhancing his media and communications skills. As a U.S. Fortune 500 multinational with very large operations in the Asia Pacific Region, we had engaged Mario to provide coaching support for media relations in China for our regional President and Government Affairs & Business Development ("GABD") function. "

---- Roger Young, Director, Human Resources-Asia Pacific, PPG Industries



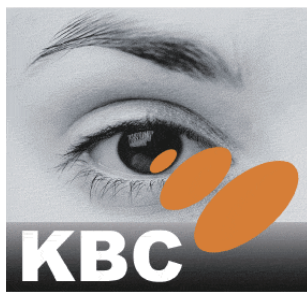
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Registration Form

Event: Critical Skills for Executives in Media / Public Relations Training

Date: 09:00-13:30, Friday, July 29th, 2011

Venue: JW Marriott Hotel at Tomorrow Square, Shanghai, China

For more details, please contact Harry Wong @ +86-21-5478 8759 or harryw@kbcchina.com

Please complete the form and fax back to +86-21-6479 3646.

Company Name	_____						
Address	_____	Province	_____	City	_____	Zip	_____
Name (1)	_____	Title (1)	_____	Tel/MP (1)	_____		
E-mail (1)	_____						
Name (2)	_____	Title (2)	_____	Tel/MP (2)	_____		
E-mail (2)	_____						
Contact Person	_____			Title	_____		
Tel	_____	Fax	_____	E-mail	_____		

Fees

* RMB 9,800 per person including training participation, training material, working lunch and tea breaks, one hour's follow-up assessment by the facilitator at your office, etc.

Registration Process

- * Please fill in this form and fax to us. Your seat will be reserved upon reception of the form.
- * Payment notice identifying the bank account information will be sent to you for your payment arrangement.
- * Fapiao will be sent to your office upon reception of the payment. If you need fapiao in advance for internal payment process, please contact Harry @ 86-21-5478 8759
- * A confirmation letter outlining the event details will be sent to you one week prior to the event.



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