

Critical Communication Skills for Executives Focus: Media / Public Relations

Intense, Focused Coaching and Advisory Sessions

Thursday, June 9th, 2011

JW Marriott Hotel at Tomorrow Square, Shanghai

Special Event with former CNN Senior Correspondent joining Mario Cavolo for KBC Media Training Event in June!

**Learn Your Critical Media/PR Related Skills,
So That You and Your Organization Deliver Precise, Powerful and Appropriate Messages.
In Just One Day, Get Media / PR Savvy with These Two Experts,
Bringing You Their Rich Experience and Know How in Asia's Media/PR World.**



Mario Cavolo(on the right)

CEO & Senior Advisor, KBC China

30 years' corporate executive advisory, coaching and media event experience, seen on Bloomberg Television worldwide, CCTV, Korea TV, Kempinski Hotels spokesperson, LA Radio host

Mike Chinoy(on the left)

VP and Managing Director of Asia, NewsCertifiedExchange
Legendary former CNN Senior Correspondent, over 25 years based in Beijing & Hong Kong

The day will be a split into two coaching sessions with each limited to three participants. Each group of three clients will spend the morning or afternoon separately with one trainer and then switch to the other.

Key Topics

Mario Cavolo's Session

- * Catalysts To Change
- * Master Appearance, Language, Voice
- * Handling Interviews & Questions
- * On Camera Skills
- * Crisis Management & Tough Questions

Mike Chinoy's Session

- * Nature of the Newsgathering Process
- * How to Prepare For Interviews
- * Effective Interaction with Reporters
- * Effective Presence On Camera
- * Videotape Practice Interview

Target Audience

In global and corporate affairs, the time has never been more critical to effectively deliver and manage the media/PR related roles and responsibilities you face. This event is ideal for executives and individuals who are highly sought by media and/or tasked to bring to media's attention important and critical corporate PR message, including:

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



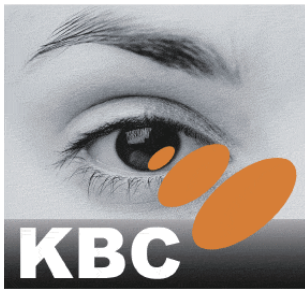
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Program Outline - Mario Cavolo's Session

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. Related to his client work in executive advisory & coaching, Mario also has extensive media/PR, radio and television experiences:

- * Qualified to offer expert media commentary by NCE
- * Featured on CCTV with Hong Kong superstar Eric Tsang
- * Kempinski Resort corporate video host
- * Wang Wang Foods Co. annual Chinese New Year TV commercial
- * South Korea TV with superstar Rain for Lotte Corp.

"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



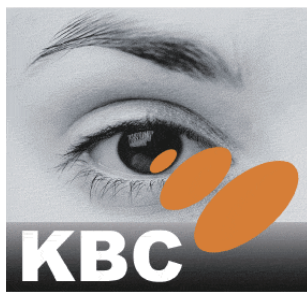
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Program Outline - Mike Chinoy's Session

Part One: The Nature of the Newsgathering Process

* Gain insightful understanding from the media's point of view on the news and fact-gathering process, understand their objectives, interests and motivations

Part Two: How to Prepare For Interviews

* Pre-interview preparation includes question preparation, rehearsal, anticipation of tough questions, proper clothing and other specific rules of engagement

Part Three: Tips for Effective Interaction with Reporters

* Developing effective reporter relations, proper and improper responses, specific do and don't rules and why

Part Four: Skills and Rules for Effective Presence On Camera including videotape "practice" interview

* Learn the specific rules and requirements of on-camera situations, how to look and sound your best, recognizing common studio/production language, interacting with directors, hosts, camera crew

Meet The Facilitator: Mr. Mike Chinoy



After a 24-year career as an award-winning foreign correspondent for CNN, including long stints based in Beijing and Hong Kong, Mr. Chinoy has recently established, with several other former CNN reporters and executives, a new media training company called NewsCertified Exchange. He is also a Senior Fellow at the U.S.-China Institute at the University of Southern California and authored the book *Meltdown: The Inside Story of the North Korean Nuclear Crisis*.

About New Certified Exchange



As dramatic changes reshape the media industry, NewsCertified Exchange keeps experts and journalists connected.

Founded by veteran journalists, NewsCertified provides the global news media with a searchable database of credible, interview-ready experts and story ideas that are accessible 24/7. Each expert's unique perspective, shaped by personal experience, is an asset. NewsCertified helps experts refine their ability to communicate their unique views and leverage them in a new media environment. NCE is committed to increasing journalists' access to a diverse group of well-prepared experts whose perspectives will further enrich our public conversation.



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Registration Form

Event: Critical Communication Skills for Executives, Media / Public Relations

Date: Thursday, June 9th, 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 19,800 per person including training participation, training material, lunch and tea breaks, 1-hour follow-up assessment by the facilitator Mr. Mario Cavolo, etc. By attending this program, you will be entitled to a special discount on NCE's media expert certification and membership program.

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 Wong @ 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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