



Shanghai

Friday 21 - Saturday 22, March, 2008
Novotel Atlantis Shanghai, China

PEARLTM *Communication & Influence Series for Senior Executives and PR Professionals:*

Successful Skills of Managing The Media

“The media can help, the media can hurt.”

“Few people in Asia have the powerful combination of media, acting and executive communication skills.”

Jean Marie Cishayo
Senior Consultant
United Nations China ILO Program

“I have found Mario’s workshops to be highly energetic and very engaging.”

Jeff Barnes
Chief Learning Officer
GE China

“As I applied the skills I learned from the session into my presentation, I achieved all the results that I had expected before the meeting.”

Lu Jundong
General Manager
Foehl China Co., Ltd.

“Mario communicated the useful things in an effective and clear manner, gave time for practice, helped pointing out points for improvement and helped improve. He is very dynamic and vivid in expression and presenting. I enjoyed the 2 days training.”

Natasha Si
PR Manager
PPG Industries China

Course Authored and Led By:

Mr. Mario Cavolo

Founder & President

Vision to Victory

2006 TV Host

Dragon TV International

At age 47, Mario Cavolo is richly experienced at fulfilling client needs for the executive and senior levels of management. Based in China since 1999, he is one of Asia’s most experienced corporate trainer with his experience in media and television, clients and performance improvements.

Key Features:

Learn how to drive ideal results in front of media:

- Your Key Media & PR Messages
- Handling Media Situations
- Practical On Camera Skills
- Crisis Management & Tough Questions
- Advanced Media Skill Sets 1 & 2

Successful Skills of Managing The Media

About Program Author and Facilitator:

“He is one of the greatest trainers I have ever met ... clear and vivid.”

----Joyce Yin, PR Manager, Bertelsmann DirectGroup China

“As a coach, Mario is friendly yet strict. We’ve learned a lot from him within two short days. Very productive!”

----Nonie Tao, Office & External Affairs Manager, Ineos

“What Mario taught is just what I want to learn.”

----Sindy Yang, PA to SD & Communication in charge, TSKF

“Rich experience...good coaching skills...”

----Lucy Meng, PR Manager, Intel China

“Interaction is Excellent ... On camera training may bring lessons to life ...”

----Paul Rice, Design Director, Atkins



Highlights

*2006 Chosen by Dragon TV International as TV show host for English/Culture airing on Shanghai’s station Channel Young

*Starring with Hong Kong Superstar Zeng Zhi Wei in CCTV's top miniseries Yao Bai Nu Lang

*Featured in Microsoft’s latest national ad campaign, KFC’s national TV ad for their new spanish style menu items, Shanghai Tourism Board 2006 Video, Chanel France Documentary on Chinese Culture, P&G’s Crest toothpaste commercial shot in Shangri-La, Yunnan Province, Wang Wang Taiwan Foods Company, DHL shot at Pudong International Airport...

*Featured speaker and emcee for the American, German and European Union Chamber of Commerce

*Multinational clients including Philips, Glaxo SmithKline, Lenze, Alcatel, Adidas, Umicore, Knowles, GE, Shanghai GM, etc.

*Hosted three leadership conferences in Sanya, Hainan Island during 2005/6.

Successful Skills of Managing The Media

Workshop Highlights:

To Be Dynamic, Powerful, Influential Communicators!

I. Your Key Media and PR Messages

- 📄 Learn how to write specific, precise and appropriate scripts, phrases and comments for all media/PR situations.

II. Understanding Communication Styles, Motivation, Decision-Making

- 📄 You will learn the underlying psychology needed to persuade and influence, especially regarding the impact in media/PR.

III. The Magic Language of The Media and Advertising Industry

- 📄 Learn from the best; those who spend millions to get their messages across or waste enormous time and money. The best media, political and advertising pros know the underlying psychology and behavior that influences and persuades.

IV. Handling Media Situations

- 📄 You will learn exactly how to confidently and correctly handle the various media-related situations. The media remembers good people they enjoy working with.

V. Mastering Your Media PR Messages

- 📄 Write effective PR messages and learn to deliver them with the right voice tone, precise control, right style and emotion.

VI. Interviews and Questions

- 📄 Interviewers want to surprise you. Be prepared or you may get hurt more than you could imagine.

VII. Crisis Management and Tough Questions

- 📄 Nothing is more important than crafting and presenting a well-balanced, precise and appropriate response when facing a crisis.

VIII. Scripting Your Exact Responses

- 📄 Scripting key points and phrases in advance is essential. You will learn exactly what they must include.

IX. Advanced Media Skill Sets I & II

- 📄 Learn the details of the media pros, directors, producers to look great on camera.
- 📄 Don't look like an amateur!! You will learn and master the related acting/on camera skills so that you look like a polished professional.

Successful Skills of Managing The Media

Registration Form

Training Course: Successful Skills of Managing The Media

Date: Friday, 21-Saturday, 22, March, 2008

Venue: Novotel Atlantis Shanghai, China

For more details, please contact Harry Wong @ 86 21 5478 8759

Please complete the form and fax back to 86 21 5478 8957

Company Name	_____
Address	_____ Province _____ City _____ Zip _____
Name (1)	_____ Title (1) _____
Tel (1)	_____ Cell Phone (1) _____ E-mail (1) _____
Name (2)	_____ Title (2) _____
Tel (2)	_____ Cell Phone (2) _____ E-mail (2) _____
Name (3)	_____ Title (3) _____
Tel (3)	_____ Cell Phone (3) _____ E-mail (3) _____
Contact Person	_____ Title _____
Tel	_____ Fax _____ E-mail _____

Fees

RMB 12800 / person, Including:

- * 2 five-star luncheon & tea breaks
- * 1 documentation pack
- * Pre-course assessment to establish where your training needs lie

Registration Process

- * Please fill in this form and fax to us.
- * Proforma invoice will be sent to you upon receipt of registration form.
- * Payment is required upon receipt of proforma invoice.
- * A confirmation letter outlining the training details will be sent to you one week prior to the event.

Pre-Course Assessment

To ensure that you gain maximum benefit for attendance at this course, Mario Cavolo will contact all participants before the workshop to establish exactly where your training needs lie. As a result we can guarantee that the course is set at exactly the right level and that the issues you regard as relevant will be addressed.

***Please Note that the accommodation is not included in the package. If Need, we can assist you to arrange it with our corporate price.**