

How to be a great spokesperson

19th Mar 2021

FREE ONLINE TASTER SESSION
FOR HR & TRAINING PROFESSIONALS
ONLINE



INTRODUCTION

Being the spokesperson of a large organization is a heavy responsibility. It means being able to communicate and interact efficiently with different audiences in situations such as public speeches, interviews, roundtables, and press conferences. A spokesperson is also one of the first representatives of her/his organization to face important stakeholders in times of crisis.

During this 90-minute session, we will share:

- How every training is tailored to a client's specific needs
- Some of the methods used during the training: A.I.M., S.U.C.C.E.S.S., P.R.E.P.
- How spokesperson trainings are organized around practical exercises
- Some video cases of successful spokespersons' interventions
- Q&A

Come **join us** and see how online spokesperson skills training can benefit you and your team.

Date: 19th March 2021 (Friday)

Time: 14:00 –15:30

Speakers: Olivier R.

Language: English

Platform: Zoom meeting -
Further details for login will be sent to you in the registration confirmation letter.

Admission: FREE for HR, L&D,
Talent Development professionals



TRAINER PROFILE

Olivier R.



NATIONALITY: French (Based in Hangzhou)

LANGUAGE: English, Mandarin, German, French

MAIN TRAINING AREAS:

- Presentation / Public speaking
- Media interview
- Roundtable, Press conference
- Crisis communication

Olivier is a cross-cultural expert with a solid knowledge of China, he has been working and living in China for more than 20 years. His impeccable Chinese language skills and his understanding of Chinese culture and mentality allow him to feel very much at ease in a Chinese environment. Thanks to his professional experience and academic background, he approaches issues from various perspectives and suggests flexible solutions. This has allowed him to successfully work as a consultant for some of the most famous global companies since 2007. He also has practical experiences in managing factories, entrepreneurship, and anchoring TV programs.

Olivier has trained top executives of global and China corporations since 2007. Trainees include CEOs, business unit managers, and factory managers. Some of his present and past clients are Volkswagen Group China, Siemens, ABB, Jaguar Land Rover, Safran, Novartis, AstraZeneca, Li-Ning, GE Healthcare, DHL, etc.

His expertise is concentrated on **spokesperson trainings**, which includes media interviews, presentation skills, and crisis communication. During these sessions, he helps clients to gain skills enabling them to manage communications with various stakeholders, internal and external. He also provides them with insights about China's social and political environment, and guidance in cross-cultural issues. The emphasis is placed on practical exercises which help participants to improve their skills and become better spokespersons.

Olivier managed two factories in South China, which allowed him to gain a good understanding of the complexity of management. He also has a PhD in sociology from the Hong Kong Polytechnic University. These different experiences are combined in his trainings, in which he offers a good balance between light theoretical framework and heavy practice.



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