



HIGH LEVEL, BESPOKE
INTERNATIONAL MEDIA
AND PRESENTATION
TRAINING AND
COMMUNICATIONS
COUNSEL FOR CEOS AND
CHAIRMEN TO ENGAGE
EFFECTIVELY WITH
INVESTORS, SHAREHOLDERS
AND THE MEDIA



As a media practitioner with 17 years live BBC news broadcasting experience on TV and radio, Keshini has conducted numerous interviews with heads of government, foreign ministers, diplomats, multinational CEOs and other public figures including sports stars, writers, musicians and artists. Working at top international level, she provides tailor-made advice, insights and media insider counsel that are focused on maximising impact and ensuring that substance is communicated.

The challenges of communicating effectively to different stakeholder audiences are considerable. Expert advice can help you showcase your company to best effect. Inconsistent messaging, hesitant performances, less than professional interviews, clumsy webcasts and inadequate video material that does not stand up to media and investor scrutiny can damage a business, no matter how good your results. A mistake can permanently beset an individual and a corporation. Our experience shows that full year and half year results public announcements, interviews and stakeholder engagement can be a cause for concern, even for the most experienced corporate leaders.

Longtime BBC TV news anchor and respected international communications expert, Keshini Navaratnam, leads a team of specialist coaches and expert consultants from industry, including Chief Executives who have advised business leaders, financial and political leaders on a range of communications, strategic and tactical. We have been brought in by the UN and EU, the diamond industry, banking and technology and various governments for stakeholder targeting including analysts, investors, shareholders and media. We specialise in developing succinct, consistent messaging that enhances substance with style of presentation, adding clarity of expression to corporate vision and replaces hesitation and awkwardness with confidence and skill. For those who leap towards the limelight we help you to avoid appearing arrogant or boastful. Our team helps business leaders communicate effectively on global speaking platforms such as the world economic forum at Davos, G8 and G20 discussions.

HIGHLY EXPERIENCED IN HELPING BUSINESS LEADERS
INCREASE IMPACT, ENGAGEMENT & INFLUENCE

CONTACT

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AUTHORITATIVE, INSIDE TRACK INTERNATIONAL MEDIA AND COMMUNICATIONS TRAINING AND ADVICE

“KESHINI HAS ALWAYS BEEN EXTREMELY WELL-INFORMED ON A RANGE OF FOREIGN AND RUSSIAN AFFAIRS. SHE IS AN EXCELLENT COMMUNICATOR AND A STIMULATING AND ENGAGING INTERLOCUTOR. I HAVE GREAT RESPECT FOR HER PROFESSIONAL INTEGRITY AND ABILITIES”

MIKHAIL GORBACHEV
FORMER PRESIDENT OF THE SOVIET UNION

KNOWLEDGE

- ▶ Skilful engagement with the media is created not born, even media professionals benefit from ongoing training and counsel
- ▶ Performing confidently and pressing the right buttons to resonate with your audience will determine your success
- ▶ Simply reading a pre-prepared speech or presentation will not work
- ▶ A stream of facts and figures will make your audience switch off
- ▶ Social media is enduring feature of today's world. It provides opportunities and pitfalls on all communications issues
- ▶ “One message fits all” will not work. Messages must be individually tailored for a specific audience

SERVICE

Bespoke training and counsel tailored to individual requirements and functions including:

- ▶ High level international communications and global media focus, presentation training and speech-making expertise
- ▶ Expert preparation for corporate public announcements - full year and half year results, webcasts and interviews and investors, analysts, shareholders and media targeting
- ▶ Crisis communications and effective emergency response preparation
- ▶ International TV and Radio, print and social media training and engagement
- ▶ Substantial engagement and strategic message development
- ▶ Stakeholder audience targeting with your controlled messaging
- ▶ Transformation of technical detail into communication with impact
- ▶ Working with individuals with complete discretion and sensitivity to overcome communications fears and weaknesses

“I HAVE VALUED FOR MANY YEARS KESHINI'S ADVICE ON, AND EVALUATION OF, A RANGE OF INTERNATIONAL AND BRITISH AFFAIRS”

ALEXANDER LIKHOTAL
PRESIDENT AND CEO OF GREEN CROSS INTERNATIONAL

EXPERIENCE OF THE 24 HOUR GLOBAL NEWS MACHINE & BUSINESS LEADERS' CHALLENGES