



making successful leaders better communicators

1Q16 Highlights

Helping a new CEO engage externally

WPNT worked with the newly named Chief Executive Officer of a national non-profit organization whose mission is to improve student performance in science, technology, engineering and math (STEM). The organization is focused on securing significant financial support from a variety of public and private entities. During the [Executive Communications Coaching](#), we helped this dynamic leader focus on both media and presentation skills. After the program he shared, "As a CEO this was one of the most impactful development opportunities I've had." Trainer: [Ray Thompson](#)



Sharpening the focus on investor communications

During three sessions in the first quarter, WPNT worked with four members of the **executive leadership team** of a mid-cap company based in Dallas. We helped the CEO, CFO and two EVPs refine their presentation skills to sell-side analysts and institutional and retail investors. The **Chief Executive Officer** shared, "*loved the process of message development and Ray and Tricia were very relevant.*"

Trainers: [Ray Thompson](#), [Tricia Majors](#), [Greg Clock](#)



Bring the vision to the media

A **multinational insurance firm** asked WPNT to conduct [Executive Media & Presentation Skills Training](#) for the management team of a Belgian affiliate. The course was offered in French and Dutch. The program consisted of exercises on town-hall speeches and a mix of recorded mock interviews, followed by review and feedback. The leaders focused on business issues in their area of responsibility – most notably on communicating their vision for the future to the media and launching a new service on cybercrime.

Trainers: [Dimitri Schildmeijer](#), [Johan Ral](#)



Going big on a big stage

One of our multinational clients hosts an annual leadership forum designed to inspire and motivate the company's top 400 marketing executives. This year's meeting featured a dramatic circular set composed of video screens up to 17-feet tall encompassing the room. We coached 25 marketing leaders through a series of dress rehearsals and on-camera training to ensure the success of the conference. Over three days, each speaker participated in a full dress rehearsal, followed by an hour of individual on-camera coaching. We encourage executives to "practice like they play" particularly in advance of a high-profile speaking event. Our contact who prearranged the program shared afterward, "The support of the team once again was wonderful – thank you for it."

Trainers: [Neil Chapman](#) , [Tricia Majors](#) , [Melannie O'Connor](#) , [Ray Thompson](#)

Getting the most from your management conference

Another Fortune 50 client turned to WPNT Communications for the third year in a row to help ensure its annual Management Conference was a success again. Their event pulls together the company's top 150 global leaders and helps set the strategic focus for the year. In addition to providing [Executive Communications Coaching](#) for keynote speakers and breakout-session leaders, our team also assisted executives tapped to moderate a few high-profile panels. One such panel was later ranked as the most popular event at the conference. It included the company's SVP & General Counsel moderating a panel with three external board members. The company's Employee Communications Manager noted, "The training you provided paid off. [NAME's] posture was relaxed, yet commanding. He followed your lead in going back and forth with the panelists and he used the set-up very well." If you're interested in receiving a free copy of WPNT's Panel Guidelines please contact [Hannah Hofweber](#).

Trainers: [Neil Chapman](#) , [Melannie O'Connor](#) , [Ray Thompson](#)

Enhance a conference keynote with storytelling

[Tricia Majors](#) helped two executives prepare for their CERAWeek speeches in February, which was the 35th anniversary of this premier international gathering of energy industry leaders and experts in Houston. Prior to our [Executive Speech Coaching](#) session in Houston, one executive shared she wanted to work on “storytelling that conveys the key messages more powerfully.”

Get WPNT to speak at your next Lunch & Learn

[Melannie O'Connor](#) was asked by a Fortune 500 company to speak before their Inclusion and Diversity Council (IDC) on “how to deliver an effective presentation.” Within the 30 minutes allotted, Melannie provided several practical tips on presentation styles. Afterwards, one of the council members shared, “I felt it was extremely engaging and helpful, especially for someone who isn’t comfortable as others presenting in public.” WPNT offers a variety of informative and entertaining presentations suitable for brown-bag lunches. Topics range from gender differences in workplace communications styles, crisis leadership, stakeholder engagement and media awareness. Contact [Hannah Hofweber](#) if you’re interested in arranging a speaker for your group.



Media skills that drive business

In February, WPNT assisted an e-commerce company on a new B2B offer. During this half-day program, we provided a refresher on the key principles of effective media relations and then rotated executives through a series of exercises including print, broadcast and digital media. After the program, one executive commented, “Going through the process provides a deeper understanding of media interaction .”

Trainers: [Randy Sumner](#) , [Tricia Majors](#)



Developing talents in Investor Relations

A long-standing client and constituent of the FTSE 100 Index turned to WPNT Communications to provide training to its North American investor relations team. The Investor Relations Officers (IRO) underwent on-camera training that simulated meetings and calls with portfolio managers and analysts from institutional investors, retail investors, and the sell-side. The Manager of Investor Relations commented afterwards, “Great coaching, lots of industry knowledge.”

Trainers: [Randy Sumner](#), [Suzanne Buck](#), [Ray Thompson](#)

NGO in Qatar benefits from remote vCoaching

A Communications Manager with a nongovernmental organization (NGO) took part in a remote [vCoaching](#) session to help refine her presentation skills. [vCoaching](#) offers live, online coaching that fits within your busy calendar from wherever you are. During the program, we helped the participant practice the delivery of her vision and engage stakeholders critical to her organization. This NGO seeks young achievers and talented professionals to become transformational leaders in both the community and the classroom. Trainer: [Dimitri Schildmeijer](#)

Crisis readiness in Romania

In February, WPNT worked with a prominent Kazakh company with operations in seven

Eastern-European countries. Our [Crisis Communications Training](#) program was supported by Bucharest-based Iulia Borsan, a former journalist and corporate communications manager. Four executives from the company’s leadership team received coaching. Upon conclusion, one leader recommended to future participants that they, “Enjoy this helpful, relaxing, open, friendly training.”

Trainers: [Dimitri Schildmeijer](#), [Iulia Borsan](#), [Neil Chapman](#)

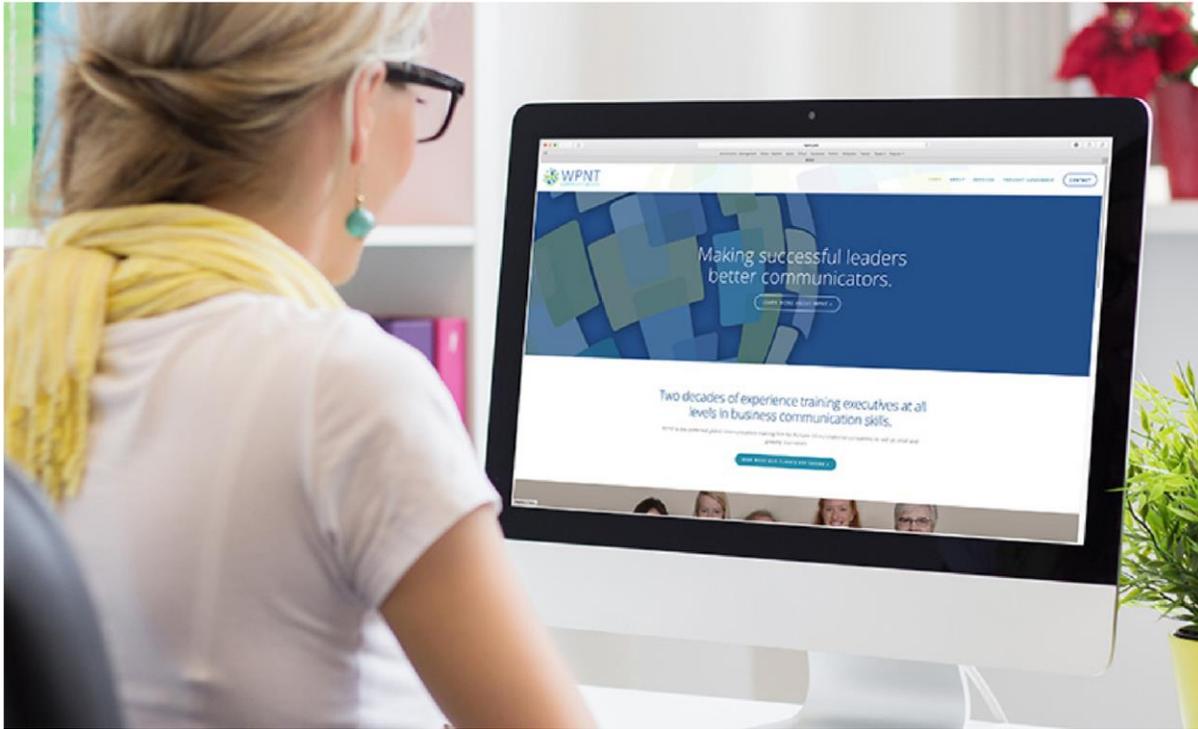


Supporting project communications with crisis readiness and stakeholder outreach

A leading Australian company retained WPNT to provide [Stakeholder & Crisis Communications Training](#) to executives of its mining joint venture in the U.S. We conducted group programs for the company's Community Relations and the Project Leadership team. The course helps build relationships with neighbors of the project. When we asked for feedback on the program, one project manager commented, "The content is applicable and valuable to any person in any role." Trainers: [Neil Chapman](#), [Melannie O'Connor](#), [Randy Sumner](#)

A customized communications curriculum

In March, a diversified manufacturing and logistics company ranked in the top 25 of the Fortune 500 selected WPNT Communications to provide [Executive Communications Coaching](#) to their newly named General Manager of Investor Relations. We sculpted a training curriculum to help her succeed when called upon to stand in for the CEO during investor conferences or road shows. Follow-up programs will focus on earnings calls, internal presentations and briefings for the Board of Directors.



WPNT.com goes live

This quarter, WPNT Communications is proud to announce that we have launched a new website and a new look. Please check it out [here](#).



WPNT
communications

New logo says global, professional and personal

WPNT Communications has been soul searching to better define what makes our work so important for clients. To listen to what clients want before we talk about what they may need. Three things stand out when clients select us: they want a company that understands their business and what it means to be globally connected, that is easy to work with and highly professional, and that they can trust when it gets personal.

Therefore the new globe shows the world as a patchwork of interests and influence. Where clients play on a global stage. They want their training partner to do the same. WPNT offers trainers on four continents and works in dozens of countries.

Secondly, we think the new strong-and-clear typography is a tribute to our professionalism. Clients want a training partner that is easy to work with and understands the stakes. That can offer a service second to none, wherever the training. Let's make it clear that that is what we stand for.

Finally, clients want to trust us when it gets personal. The new green and blue colors show our dedication to a warm, supportive and personal learning environment. When we get into the training room, it gets personal. When we ask people to get out of their comfort zone to get better, it is an ask, not a task. Clients can only accept this because they trust us with their personal learning goals. They can only get out of their comfort zone when they are in it. We hope our new colors show that each of our trainers brings this warmth into the training room.



NEW ASSOCIATE: Iulia Borsan opens up Eastern Europe

[Iulia Borsan](#) joined WPNT Communications Europe earlier this year. Iulia is based in Bucharest, Romania. She is a skilled corporate communicator with more than twelve years of experience. Iulia started her career as a journalist, then spent nine years as the Communications Manager for a regional power company. Her professional competencies include: Corporate Communications, Media Relations, Crisis Communications Management and Strategic Communications. During her career, she has managed crisis communications situations in Romania and Albania. Iulia graduated from the Faculty of Journalism & Communications at the University of Bucharest.

Pictured below: [Neil Chapman](#) , [Iulia Borsan](#) , [Dimitri Schildmeijer](#)



SAVE THE DATE – Coffee and Conversations

Tuesday, May 3, 7:30-9 a.m., DoubleTree Hotel, La Salle A Room, Houston, Texas, USA

When crises occur, your organization can dive, survive or thrive. Join us in Houston for 90 minutes of Coffee and Conversations over breakfast, with leading industry professionals discussing the four phases of crisis communications: Planning, Practice, Response and Recovery. Find out more [here](#) and RSVP today!



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