

Company-wide. HR Executives and Team Leaders. Businesses, Service Agencies, and Associations.
Interactive workshops available: ½ Day, Full Day, Multiple Day and 90-minute Breakout session.

Implementing Brand Initiatives that Work!

Branding Strategies from a Hollywood Media Coach

International personal branding expert and media coach Jess Ponce shares branding essentials.

Are you a Department Manager or Team Leader who needs help implementing brand-building initiatives for your Business, Service Agency, or Association? International personal branding expert and media consultant, Jess Ponce III helps leaders and their teams approach strategic change with a sense of cohesiveness and clarity.

Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent. Jess shares ways to showcase your brand internally and externally, stay on-message across chosen platforms, and effectively share information that commonly includes strategic goals and critical deadlines. He can help your team transform to:

- Project a powerful presence in front of multiple audiences...online, in a room, on camera
- Help everyone—co-workers, leadership, and other stakeholders—align and articulate brand messages clearly and effectively
- Discover ways to reach, engage, and cross-train staff



FOR DETAILS: Jess@media2x3.com

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The Art of Authentic Brand Promotion

How to Claim the Spotlight in Your Business World

International personal branding expert and media coach Jess Ponce shares practical strategies to help businesses, service agencies, and associations stand out in their industries.

In today's competitive media-everywhere world, making your organization a star in your business environment requires promotional support from every department company-wide.

Shine when your brand needs to most. Discover how elevate your brand by using key celebrity-style promotional strategies from international branding expert and Hollywood media coach, Jess Ponce III. Jess has solutions that help you cross-train your staff more effectively so that you can drive change in your organization by sharing timely messages in a uniform way that engages every department. Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent.

- Discover promotional techniques that support brand transparency
- Create a look and messaging that align your brand image with your business objectives
- Define your irresistible offer and learn how to communicate it with ease and clarity



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Teamwork in Action

Making Professional Conversations More Meaningful

International personal branding expert and media coach Jess Ponce shares communications tactics for making authentic connections in person and virtually.

In our digital age human contact is more important than ever! Even with social media, emails, and video conferencing, we still need to foster a strong personal connection with others. But communicating with your boss is different than communicating with a colleague, a client, or a member of the media. It is critical to understand that everyone you encounter cares about different results and holds distinct expectations for you.

International personal branding expert and media consultant, Jess Ponce III shares his simple-to-implement approach to communicating with multiple audiences. Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent.

- Learn how to identify the personal needs and ambitions of others
- Find courage to communicate in a sincere, succinct, and straightforward way
- Discover ways to lead others to the potential for a win-win in business



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Crisis Communication 911

Public Speaking Strategies for Staying Ahead of the Story

International personal branding expert and media coach Jess Ponce shares proven steps to address difficult topics with clarity—even if you have speaker anxiety.

Every company is vulnerable to a PR crisis. But when crisis strikes, response time and media expertise can save the life of the brand. All too often, PR disasters happen when real-time alerts are missed, information is chaotic or siloed, and no one is prepared to manage the brand's reputation and protect it from financial fallout.

Discover how to communicate with clarity and charisma before during and after a company crisis. Hollywood media coach Jess Ponce III helps transform leadership skills you have already developed into public speaking success even when emotions are heightened. In this highly interactive workshop, Jess helps you discover how to be your best when you need it most. . Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent.

- Discover ways to craft brand messages in the face of an unexpected challenge
- Shape public opinion and connect with clients
- Leverage your people skills with empathy and sincerity



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