

PR, Network, and Advertising Execs. Television Networks, Digital Outlets, and Ad Agencies.
Interactive workshop available: ½ Day, Full Day, Multiple Day and 90-minute Breakout session.

The Rise of Global Brand Ambassadors

Branding Strategies from a Hollywood Media Coach

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

In today's competitive marketplace, the need for media-savvy brand ambassadors has skyrocketed. Yet, not every business leader and subject matter expert called upon to represent the brand is ready to talk to the press, discuss key message points, or interact effectively across multiple promotional platforms.

International personal branding expert and media consultant, Jess Ponce III helps new and seasoned brand representatives develop their skills to attract attention and make sure the message of their brand resonates authentically. Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent. He can help yours:

- Project a powerful presence in front of audiences...online, in a room, and on camera
- Find their authentic voice and articulate your messages clearly and effectively
- Create influence by leveraging physical, emotional, and linguistic strengths



FOR DETAILS: Jess@media2x3.com

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Create Industry Influencers

Cultivate Spokespeople that Showcase the Best in Your Brand

International personal branding expert and media coach Jess Ponce shares practical strategies to maximize talent opportunities for TV networks, ad agencies, and public relations companies.

Is your Talent ready to capture the moment?

Does your Influencer have the confidence to win over a new target market for your brand?

Make sure the stage is set for stardom. Discover important ways to help the Talent you've invested in make your brand shine using celebrity-style promotional strategies from international branding expert and Hollywood media coach, Jess Ponce III. Jess has produced and developed content for ABC, Fox, Warner Bros., E! Entertainment, TV Guide Network, and more. Brand leaders such as Lucasfilm, Disney, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent. And he can help you do the same:

- Coach them to stay on-message and navigate challenging questions using best media practices
- Develop messaging that aligns their image with your brand's objectives
- Define your brand's irresistible offer and get them to communicate it with ease and clarity



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The Art of Win-Win

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 creative talent is different than communicating with team members, clients, members of the media, or the public at large. It is critical to understand that everyone you encounter cares about different results, and it is up to you to find win-win opportunities.

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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Deliver On-Point Messages

Speaking Strategies for Subject Matter Experts

International personal branding expert and media coach Jess Ponce shares proven steps to showcase deep knowledge in front of an audience in a simple way.

Knowing a complicated topic inside and out can make ordinary interviews become extraordinary. But sharing too much information can muddle the focus of a brand's message. That's why it is so important to define communication goals, understand audience interest, and actively prepare Subject Matter Experts to talk about what they know.

Say goodbye to the uncertainty of collaboration. Hollywood media coach Jess Ponce III transforms people with valuable knowledge into successful public speakers. Jess helps brand professionals make sure planned conversations cover complex details in an easy-to-understand, jargon-free manner. He can work with your Subject Matter Expert to:

- Communicate with passion and pizzazz at pitch meetings, media interviews, online videos, keynotes and workshops
- Overcome self-doubt about being "on stage" and approach their subject with the confidence of a pro
- Remove barriers that stop experts from being clear, concise, and to-the-point



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