



# THE ART OF AUTHENTIC BRAND PROMOTION

HOW TO CLAIM THE SPOTLIGHT IN YOUR INDUSTRY

## BRIEF DESCRIPTION

In today's competitive media-everywhere world, making your organization a star in your business environment requires promotional support company-wide, with every department represented. Manage your reputation from the ground floor up and cross-train your staff to share timely messages in a uniform way so that everyone is truly a brand ambassador.

## KEY TAKEAWAYS

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

## JESS PONCE III

Discover how elevate your brand by using key celebrity-style promotional strategies from international branding expert, author, and Hollywood media consultant Jess Ponce III. Discover why brand leaders such as Lucasfilm, Disney, HGTV, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent.

Email me to learn more: [jp3@jp3globalmedia.com](mailto:jp3@jp3globalmedia.com)



# CUSTOM TRAINING



**Jess Ponce III**

**BE SEEN. BE HEARD. BREAKTHROUGH.**



**Programs available in half day, full day, multi-day, and 90-minute sessions, in-person or online.**

Internationally known brand leaders call on Jess Ponce III to coach their spokespeople and talent.



Results are profound.

Jess offers custom solutions that amplify the power of one's personal presence on camera, online, at live events, and in high-energy meetings. The author of "Everyday Celebrity" and "A.W.E.S.O.M.E.: 7 Keys to Unlock the Speaker Within," Jess works with executives of Fortune 500 companies, creative professionals, TEDx speakers, and others to strengthen presentation, leadership, and media skills for business events that regularly include press interviews, internal communications, conferences, and corporate conversations. Abroad, Jess is a top speaker and workshop facilitator with the Awesome Group in Taipei and its affiliates in Hong Kong and Mainland China.

An outstanding communication coach as well as business opportunity manager and personal branding expert, Jess is the creative force behind Media 2x3, a U.S. based media-company that develops and packages personality, entrepreneurial, and media talent. He has produced and developed programming for ABC, Fox, Warner Bros., E! Entertainment, Style, TV Guide Network, and MTV. He is a keynote speaker on signature topics that include personal branding secrets from Hollywood, the art of authentic self-promotion, and harnessing the true power of being seen and heard.

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