



# CRISIS COMMUNICATION 911

PUBLIC SPEAKING STRATEGIES FOR STAYING AHEAD OF THE STORY

## BRIEF DESCRIPTION

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.

## KEY TAKEAWAYS

- 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

## JESS PONCE III

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.

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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