

The logo for Ruder Finn, featuring the word "ruder" in a bold, lowercase sans-serif font, followed by a small orange dot, and then the word "finn" in a similar bold, lowercase sans-serif font. The logo is centered within a light gray rectangular background.

ruder • finn

PERSONAL BRANDING AND SOCIAL/MEDIA SKILLS PROPOSAL

RESEARCHED, DESIGNED AND PRESENTED BY RUDER FINN ASIA

OUR ROADMAP

- Introduction
- Your Brief
- Your Ruder Finn Coaching Team
- Recommended Skills/Training Approach
- Deliverables/Results
- Team/Why Ruder Finn?
- Next Steps



INTRODUCTION

Ruder Finn Asia (RFA) is pleased to respond to the current changing skill landscape with personal branding and social/media training for F&B professionals from Asia

- RFA has unrivalled experience in this space and a coaching team that is unique in the region, running our proprietary AURA™ personal skills workshops.
 - **Charles Lankester** is an award-winning communications leader and has counselled numerous CEOs, senior management and individuals on media skills and interview coaching
 - **Kate Targett-Adams** is a personal branding icon, fluent in English and Mandarin, and has provided “brand ambassador” and etiquette coaching for Wynn Palace, Shangri-la, Miss Universe China, Bloomberg and Maserati
 - **David Ko** is a world-class digital strategist, fluent in English and Mandarin, and a recognised social media leader, advising clients including HSBC, Microsoft, the MTR and Pacific Place
- Our Ruder Finn coaching team will bring unique insight and experience – as well as a long-term understanding, respect and affection for your brand, style and properties
- We have all lived in Asia-Pacific for most of our careers and frequently stay at upscale properties
- You can be assured that by appointing Ruder Finn to this important assignment, training participants will receive world-class insight, experience and coaching from a team that is trusted by many global corporations to deliver this service across Asia-Pacific
- We are excited to partner with you and look forward to working with your team

A Changing

Skills Landscape



Among the traits that improve individuals' negotiation abilities, Emotional Intelligence (EQ) is in a league of its own. They are also better able to understand how other people see them, a critical advantage during negotiations.

The Personality Traits of Good Negotiators
Harvard Business Review (August 2017)



An important piece of the puzzle is enhancing the ability of leaders to adapt to different situations and adjust their behaviour. Leaders with these attributes are four times more prepared to lead amidst change."

What's Missing in Leadership Development
McKinsey Quarterly (August 2017)

McKinsey&Company

THE BRIEF

How Ruder Finn

Adds Value

In almost every business situation, three elements are always present – **the need to meet, work and negotiate with other people.**

Understanding the art and science of this dynamic is an invaluable business skill.

We will provide your employees with the ability to:

Quickly
establish
rapport

Calibrate
questions to
build
collaboration

Build trust and
empathy

Get the **results**
they seek



**THE RUDER FINN
AURA™
COACHING ACADEMY**

CHARLES LANKESTER

LEAD COACH AND MEDIA EXPERT

- Charles has built a career in reputation management and corporate communications and understands the business of delivering results whilst balancing the requirements and interests of numerous, complex stakeholders. His areas of specialism include media relations, reputation management, communications and social media strategy.
- He has worked in Europe (London) and Asia-Pacific (Hong Kong, Singapore, China and South Korea).
- Prior to joining Ruder Finn in 2014, he held leadership positions at many of the world's most respected communications firms including Edelman, Ogilvy and Burson-Marsteller
- With a career built across Asia-Pacific and Europe, Charles has represented some of world's best known corporations and brands including Coca-Cola, Kirin, Visa, Johnson & Johnson, Credit Suisse and Roche. He has also advised the Governments of Hong Kong, Singapore and the United Kingdom.
- Widely published and quoted in the business and communications industry media, Charles is also a regular speaker on the evolution of media opportunities and risks





KATE TARGETT-ADAMS

PERSONAL BRANDING SPECIALIST

- British-born, with a masters degree from Oxford University, Kate is a multilingual (English, Spanish, Mandarin, German) personal branding specialist and professional stage performer with more than 15 years of international experience
- Focusing on soft-skills training, communication, etiquette and executive presence, her expertise spans designing and delivering customised programmes for global brands such as Wynn Palace, Shangri-la, Miss Universe China, Bloomberg and Maserati
- Each of her tailor-made programmes are aligned to the specific client's culture as well the individual being trained. Team members learn how to become leading Ambassadors for the brand they represent, whilst at the same time demonstrating personality, passion and presence
- Having lived in Hong Kong for more than 10 years, Kate understands cross-cultural nuances and sensitivities in order to achieve best results. In addition, Kate herself is a Prince's Trust Ambassador, an accomplished Emcee and qualified tutor of The English Manner

DAVID KO

SOCIAL MEDIA EXPERT

- David Ko heads up RFI Asia, the digital arm of Ruder Finn, with offices in Beijing, Shanghai and Hong Kong
- Prior to Ruder Finn, David was Asia CEO of WE Communications, managing offices across China, Hong Kong, Singapore, and India as well as joint ventures in South Korea and Australia. David has advised clients on marketing and communications strategy across the entire region, with a large emphasis on media training and crisis communications. Today, with his role in RFI, David advises clients on how to manage communications in the digital world.
- Before WE, David founded Shout Communications, a communications consultancy based in Hong Kong with offices in Singapore, Beijing and Seoul. Shout was acquired by WE in 2005.
- He has held marketing leadership positions with Cisco Systems, Redback Networks, Hill & Knowlton and Edelman. In a career built across Asia, David's clients have included Microsoft, Samsung, Audi, Estée Lauder, L'Oréal, Tencent and many more global category leaders.



RUDER FINN'S CLIENT PORTFOLIO



BRANDING SKILLS COACHING CLIENTS

Bloomberg



CLARINS

BLACKROCK®

withers^{LLP}



PANDORA



SOCIAL/MEDIA SKILLS COACHING CLIENTS

Cartier



SUNTORY



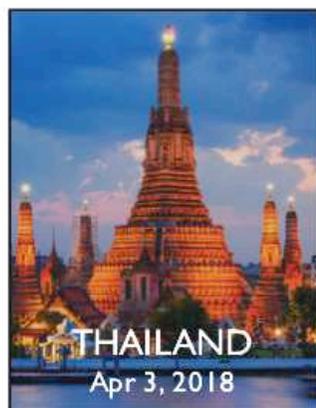
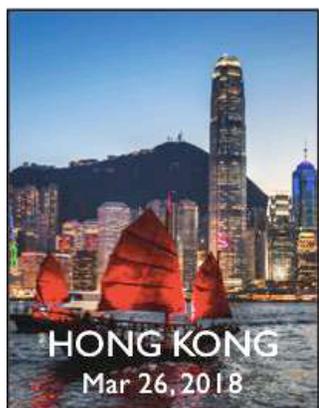
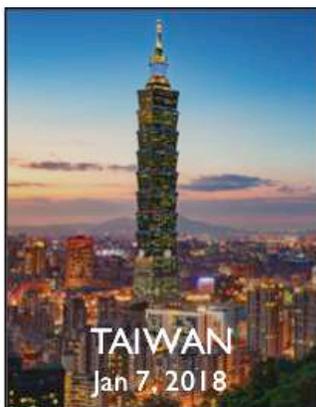
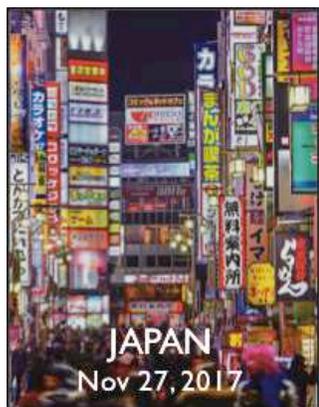
L'ORÉAL



OUR COACHING TEAM AT WORK!



RUDER FINN CLIENT WORKSHOPS DELIVERED Q4 17/Q1 18



RUDER FINN 2018 WORKSHOP RESULTS TO DATE

200+

Client team members have taken part in Ruder Finn communications workshops

100%

Attendees found the workshops valuable

100%

Attendees recommend the workshop to colleagues

- With a proven track-record in building more engaged and engaging teams, Ruder Finn is confident our AURA™ Workshops will:
 - **Increase skills and confidence across participants in the areas of branding, media and social media**
 - **Deliver an empowered group of colleagues back into the work environment with greatly improved guest engagement insights and abilities**
 - **Provide the latest thinking in media and social media development and trends**
 - **Identify entirely new ways of thinking about, and interacting with, guests, management and colleagues**



MAXIM'S GROUP SOCIAL MEDIA CASE STUDY



Situation

Maxim's Group is Hong Kong largest F&B company with various brands and multiple business units in its portfolio. The company's wide customer base and large number of businesses mean greater exposure in an industry that is highly sensitive and prone to crises.



Solution

- 1) Ruder Finn held workshops on the digital media landscape in Asia, how risks typically unfold and spread, sharing case studies on how other companies handled previous crises.
- 2) We simulated a holistic scenario that affected Maxim's at the group level, but which also impacted all business units and brands under the Group.



Results

- 1) Each Maxim's business unit is now equipped with practical experience and training to manage communications specific to its brand and business.
- 2) The overall Group is empowered with the knowledge and tools to monitor and manage issues that potentially could affect multiple sub-brands.

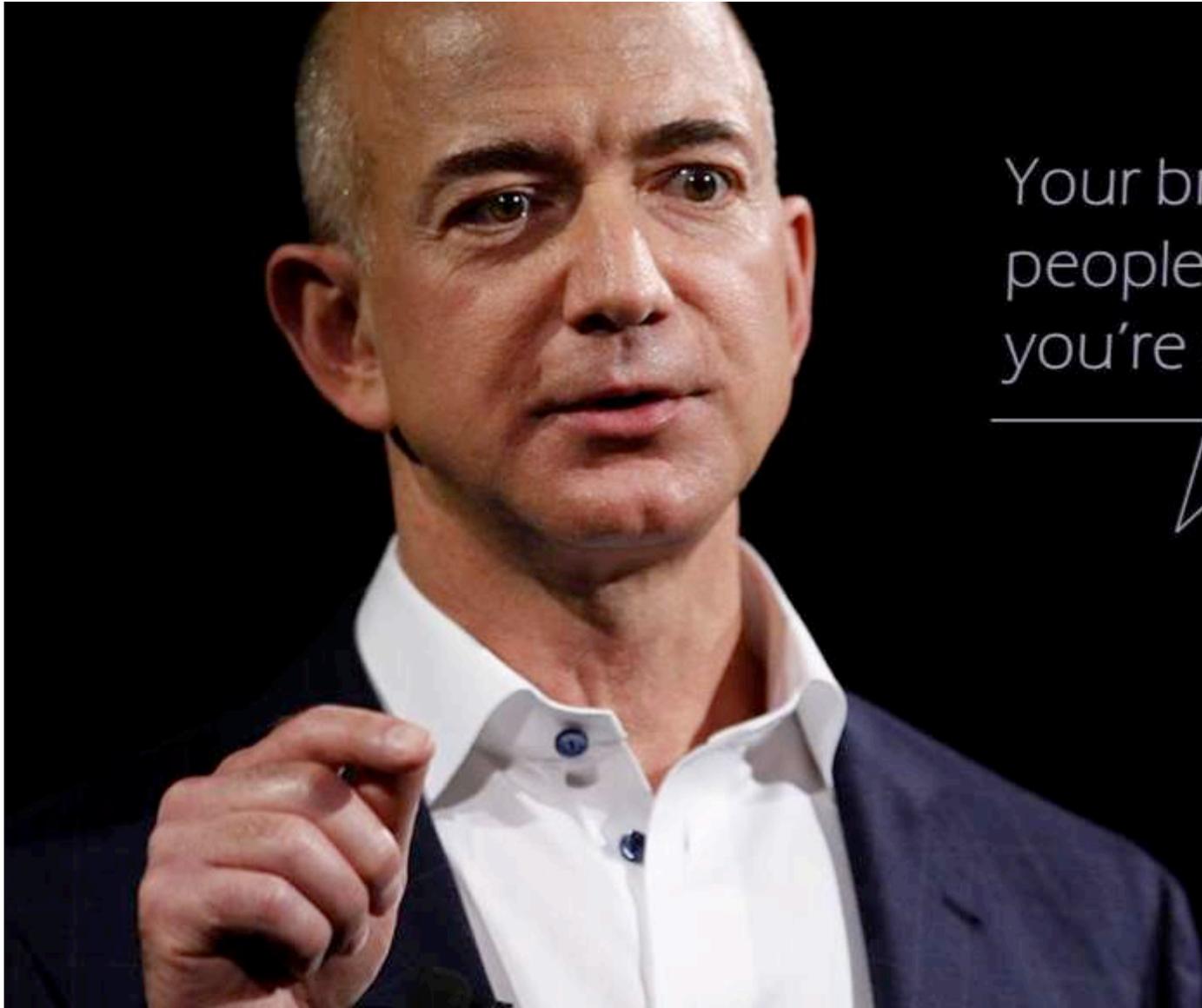
THE AURA™ **PROCESS AND STRUCTURE**

PRECISION WORKSHOP MODULE DESIGN

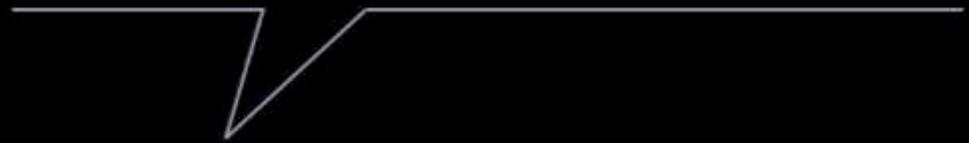
PRE-WORKSHOP PREPARATION

- The Ruder Finn team will work closely with your core client team to ensure the planning and preparation for each AURA™ Workshop Module is optimised. This work will include:
 - **Detailed agenda setting** and agreement to specific objectives from each Workshop Module
 - **Pre-engagement with Workshop attendees** via confidential, detailed online questionnaires where individual requirements, experience and objectives are assessed. Findings are a core part of each Workshop delivery
 - **Detailed venue check and room design** to ensure optimal working environment
 - **Development of all Workshop assets** (presentations, insights) as well as structured portfolio of “live” exercises, media and social media injects (TV reports, news reports, social media posts)
 - **Arrangement for two camera crews** to film attendees in Module sessions
 - **AV/technical rehearsals at on-site premises** or designated venues by to test/check all AV, connectivity and other links

MODULE I: PERSONAL BRANDING



Your brand is what other people say about you when you're not in the room.



Jeff Bezos , CEO & founder, Amazon

PERSONAL BRANDING MODULE OBJECTIVES

DEFINING YOUR PERSONAL BRAND

1. Identifying your personal brand
2. Master verbal and non-verbal communication
3. Network with presence and charisma
4. Manage nerves: always be your best
5. Maintain your brand consistency

DEVELOPING YOUR PROFESSIONAL IMAGE

1. Understand uniform dress code
2. What is in your grooming tool box?
3. Meet and exceed standards
4. Enhance image as your career progresses
5. Maximise your impact

The structure of the Ruder Finn Workshops is still fluid and will be finalised with your teams in advance. However, the following structure and elements can be anticipated:

ON THE DAY

- 0900-0915 Introduction/scene setting
- 0915-0945 Non-verbal communication insight
- 0945-1015 Role play guest interaction
- 1015-1030 Conversational techniques
- 1030-1100 Role play guest interaction
- 1100-1115 Break
- 1115-1145 Dress sense, grooming, lessons from the front line
- 1145-1200 The first four seconds: maximising your impact
- 1200-1230 Role play guest interaction
- 1230-1300 Hot debrief and group review

PERSONAL BRANDING BENEFITS

- Become confident, polished Brand Ambassadors
- Understand the luxury guest mentality and lifestyle
- Project personality and charm to build guest loyalty
- Manage challenging situations with poise, calm and grace
- Increase personal effectiveness both at work and at leisure





MODULE 2: MEDIA SKILLS

MEDIA SKILLS MODULE OBJECTIVES

INVALUABLE INSIGHT

- How to craft compelling messages that will tell the brand's story and resonate with reporters
- What reporters are looking for and how to use that information to your advantage
- Interviewee rights in a media interview and how to defend them
- A step-by-step guide for preparing for a media interview, (print, radio and TV)
- Proven techniques for succeeding in media interviews

OPERATE LIKE A PROFESSIONAL

- Knowledge of target audience
- Understanding of media
- Understanding of key messages
- Preparedness
- Eloquence
- Confidence

ON THE DAY

- 1400-1415 Introduction to news process and media environment
- 1415-1430 Briefing on “what” reporters are looking for
- 1430-1445 Overview of typical “do’s and don’ts” with filmed examples
- 1445-1515 Interview #1 – SCMP
- 1515-1530 Reviews/coaching of individual interviews
- 1530-1545 Break
- 1545-1600 Preparation, managing information and bridging
- 1600-1615 Creating “key messages” and delivering them
- 1615-1645 Interview #2 – BBC News
- 1645-1700 Reviews/coaching of individual interviews
- 1700-1730 Hot debrief and group review



MEDIA SKILLS BENEFITS

- Learn to speak in a way that makes people take notice
- Know how to use words, tone and body language to deliver brand messages in a powerful way
- Develop confidence
- Clearly and concisely define key messages
- Develop prepared responses to difficult questions
- Learn to control the media interview



MODULE 3: SOCIAL MEDIA SKILLS

SOCIAL MEDIA SKILLS MODULE OBJECTIVES

THE LATEST THINKING

- Objectives of establishing a social media presence
- Social media best practice and basic rules of engagement
- An introduction to Wechat, Weibo, Facebook, Twitter, LinkedIn and Instagram
- Differentiating between individual and business profiles and accounts
- How-to guide for select names and URLs
- How-to guide for writing a strong profile and pages

MAKING AN IMPACT

- How-to guide for choosing an avatar or profile picture
- Advanced features for Wechat, Weibo, Facebook, Twitter, LinkedIn and Instagram
- Review of popular social media tools to help build an online community
- Instructions for sharing content, updates and news
- Review of newbie mistakes and blunders to avoid
- Tips for evaluating if your social media activity is working

ON THE DAY

- 0900-0915 Scene setting
- 0915-0945 Review of best practice social media presence
- 0945-1000 Review of participants' social presence
- 1000-1030 Exercise: craft a personal narrative – what is your story?
- 1030-1045 Review participants' stories
- 1045-1100 Break
- 1100-1115 Blend and reconcile your personal and professional digital presence
- 1115-1130 Understand the unspoken rules of social media engagement
- 1130-1145 Know how to network efficiently online
- 1145-1200 Creating a personal SEO strategy. Manage what happens when people Google you!
- 1200-1215 Protecting your privacy and security online
- 1215-1230 Understanding the unique characteristics and influential power of major social media platforms
- 1230-1300 Hot debrief and session review

BENEFITS OF EMPOWERED SOCIAL MEDIA COLLEAGUES

- Improved guest and visitor engagement
- Increase brand visibility and awareness
- Increase brand website traffic
- Higher engagement with local market influencers
- Boost on site property F&B and other promotions
- Monitor conversations that are relevant to the your brand
- Learn (even) more about your customers



POST-AURA™ WORKSHOPS

APPLIED LEARNING AND INTELLIGENCE

- Immediately after the AURA™ Workshop, participants will complete an Assessment Form where every aspect of the Workshop will be measured and graded
- This is a valuable measure (satisfaction, utility, value) for senior leadership
- After the AURA™ Workshop has concluded, Ruder Finn will develop a detailed report and observations of the day, with specific notes and recommendations going forward
- The Ruder Finn report will form a concise go-forward action/strategy plan to ensure colleague personal branding and social/media skills planning is optimised for 2019

WHY RUDER FINN?

RUDER FINN CONSULTANCY OF THE YEAR 2017



“With regional revenue of more than \$30m, the firm can now call on a corporate capability that is increasingly sophisticated, helping it net new business from the likes of Prudential, Faurecia, Kering Group, Pentahotels and Sembcorp. There has also been growth for Chinese municipalities/provinces such as the Guangzhou Municipal Government (for FDI) and Sanya (for tourism), with Ruder Finn continuing to benefit from a China operation that also features the RF Thunder brand consultancy. Meanwhile, the RFI Daylight digital offering is as advanced as any in the region, featuring a particularly impressive range of products and tools in such areas as data analytics, risk management and crisis simulation, fuelling digital growth of 50%.

All of which helps to explain why Ruder Finn has grown even stronger over the past 18 months, with revenues up 10% in 2016 and forecast to grow by 15% in 2017. That makes Asia-Pacific, unsurprisingly, the fastest-growing of Ruder Finn’s global regions, with a formidable mainland China capability (offices in Beijing, Shanghai and Guangzhou) complemented by a revitalized Hong Kong operation, a burgeoning presence in India, and a healthy pan-Asian network.

Regional chief Jean-Michel Dumont now oversees 450 staffers across the region, with around half of them based in mainland China. Hong Kong is now up to 60 people from 4 in 2015, with Dumont supported by other senior regional leaders such as Charles Lankester, David Ko, Radha Roy and Elan Shou. To support its growth, Ruder Finn has stepped up investment in its academy training program, and is also set to launch an operation in Malaysia.

Meanwhile, the firm’s campaign work continues to win plaudits, notably via initiatives for AstraZeneca (via WeChat); Prudential’s Relationship Index; Changi Airport; Visa; Volkswagen; Volvo; Audemars Piguet; Electrolux and Heineken.”

— *Arun Sudhaman, Editor-in-Chief, The Holmes Report, September 2017*

NEXT STEPS



AN ADDED-VALUE PARTNERSHIP FOR THE FUTURE

- Our proposal is designed to outline Ruder Finn's thinking, value and approach to this important skills assignment
- Ruder Finn is well aware many factors will influence your successful partner's appointment.
- One area where we believe Ruder Finn has a significant competitive advantage?
- **We are a proven resource that is already delivering high quality work in this precise space for clients in Asia-Pacific worldwide.**
- We very much look forward to taking our conversation forward and delivering world-class skills training for your teams in 2019
- Thank you for the opportunity!