

GO GLOBAL

Training Seminars & Presentations

Kennedy Spencer is a marketing and communication firm with award-winning programs and an international roster of clients. Headquartered in New York with offices in Vienna, Austria, Kennedy Spencer offers a full suite of marketing, communication, design, public relations, and training programs.

TEDx Duke

Voted #1
Speaker at
TEDx Duke
University



Voted "Top Three"
Trainer at the 2012
National Charter
Schools Conference

BUILDING AND PROTECTING YOUR COMPANY'S REPUTATION AND YOUR OWN

Corporate reputation is one of the most critical factors in a company's success. Kennedy Spencer's intensive seminars provide the necessary tools to manage and build your and your company's most valuable asset. Clients are provided with an in-depth reputation analysis, learning from the success stories of the most prestigious companies around the world. Also included in Kennedy Spencer's *Reputation Series* is crisis communication. Special emphasis is given to European companies expanding to the U.S. market.



"Dynamic and engaging, Kennedy Spencer's trainings have definitely helped me and our senior leadership team think about how we market, build, and communicate the business."

- PRESIDENT AND CEO, GLOBAL COMMERCIAL FABRICS COMPANY

CREATIVITY & INNOVATION: INVIGORATE YOUR ORGANIZATION

Innovation is critical to expand business, attract employees, enhance reputation, and differentiate from your competitors. Under Kennedy Spencer's *Invigoration Series* is the intensive seminar "The Art of the Possible," which helps companies bring to fruition new ideas, products, and strategies. Along with a session devoted specifically to nurturing your company's executive leaders, clients also learn how to attract, keep, and build their best employees.



"Your marketing presentation was one of the best I've ever seen. I learned more in one hour than in six years of marketing."

-BOARD MEMBER, NATIONAL CHARTER SCHOOLS CONFERENCE

MEDIA RELATIONS & COMMUNICATION

Kennedy Spencer's media training and presentation seminars are the company's most popular training series. Former senior journalists and producers from international media outlets facilitate this intensive, two-day program. Designed to help senior leaders develop impactful media messages and deliver them with credibility and authority to American and international markets, topics include media market analysis, media interview preparation, and message development. Special focus is given to European companies looking to expand to the U.S.



"The New York Times, The Wall Street Journal, The Washington Post! All three media opportunities were a huge success thanks to your training."

-CEO, HEALTHCARE COMPANY

For more information on our training seminars and presentations, visit our website at www.kennedyspencer.net or contact us at contact@kennedyspencer.net.



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