



***Bringing out the best in Business!***

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**Name**

Phillip Khan-Panni

**Topics and Title**

Business & Communication Consultant

**Background History**

Phillip Khan-Panni is one of the UK's top Business Communications Consultants, and a proven master of succinct communication, both spoken and written.

In addition, he is an expert in clear cross-cultural communication, regularly coaching top business leaders and diplomats. He speaks knowledgeably and interestingly about effective communication, about direct marketing and about customer relationship management (CRM) from a non-technical point of view. In addition, he is in demand as a meetings moderator and master of ceremonies.

He's one of the finest speakers in Britain, and has won more public speaking contests than anyone in Europe, becoming UK Public Speaking Champion seven times, Anglo-Irish champion three times, and World Silver Medallist at San Diego in 1995, a record so far unequalled in Britain.

He is the author of five books (see below). One recent reviewer wrote: "Khan-Panni writes with power and passion about putting power and passion into your public speaking and presentations. The ideas teem, the pace is fast and, above all, the writer has been there, got it wrong, worked out why and moved on."

**Areas of Expertise**

He is an acknowledged expert in improving the sound of your voice, and his own speaking voice is a testament to the techniques he recommends and teaches. He walks his talk. His workshops on Improving the Way You Sound, Advanced Presentation Skills and Cross Cultural Presentations are in great demand in Britain and abroad.

An outstanding wordsmith with a business background in Advertising, Newspaper Publishing and Direct Marketing, he was Senior Copywriter at Reader's Digest for eight years, and the most successful Classified Ad Manager of the Daily and Sunday Express, where he tripled revenue in his first year.

He is renowned for the professionalism he brings to chairing a meeting, and he is often asked to be Master of Ceremonies at formal dinners and charity concerts.

Look out for his books:

2-4-6-8, How Do You Communicate? (A guide to making your point in just a minute),  
Blank Page to First Draft in 15 minutes,  
How to be the best Best Man and make a Stunning Speech  
Stand & Deliver: Leave Them Stirred not Shaken,  
Communicating Across Cultures

He offers training and coaching in Business Communication, such as:

Cross cultural awareness  
Presentation skills  
Public speaking  
Business writing  
Direct marketing  
Media interview skills

He provides one-to-one coaching and small group Workshops, and has trained senior managers and directors of such diverse organisations as The Ministry of Foreign Affairs (Norway), The Ministry of Foreign Affairs (Malawi), Kongsberg Group, Norsk Hydro, Delta Airlines, Computacenter, Halifax plc, BMP DDB Needham, Amdahl, B&Q plc, The Direct Marketing Partnership, Biomni, Lambeth Building Society, KPMG, the CBI, FPD Savills, major Lloyds underwriters and others.

His speaking style is dynamic and entertaining, with amusing and fascinating anecdotes to illustrate his uplifting messages. He specialises in:

- Speaking So Others Want to Listen
- Effective and Succinct Communication
- Self Help
- Leadership
- Direct Marketing.

His speeches include:

2-4-6-8, How do you Communicate? - How to make your point in just a minute

2-4-6-8, How Do You Communicate ... in Your Relationships?

Stand and Deliver: Leave Them Stirred not Shaken

How to Make a Speech worth Hearing

CRM - Son of Direct Marketing

- a non-tech explanation of how to use CRM as a marketing tool, and not be intimidated by the technology

## COURSES

Advanced Presentation Skills

Cross Cultural Awareness

Cross Cultural Presentations

Be a Dynamic Speaker

Meeting the Media on YOUR terms

How to Improve the Way You Sound

Be Paid to Speak

**Client Comments:**

Phillip is an inspirational tutor. I found the training both extremely challenging and rewarding on a personal level. Marketing Director, Biomni

Much more than I had expected. Product Manager, Kongsberg-Simrad, Oslo

The course has been an excellent one, and I wonder how you discovered your rare talent. Foreign Service Officer, Ministry of Foreign Affairs, Malawi

You were just fantastic. Well focused, with an expertise that needs to be shared. Deputy Director of Administration, Ministry of Foreign Affairs, Malawi

Very effective, motivating and inspiring, this was beyond just a Presentation Skills course. Analyst, FPD Savills

This course achieved more than other (presentation skills courses) ever did. Account Director, FCB

An extremely useful course delivered by someone who is clearly an expert. Investor Relations Manager, Halifax plc

Very professional, with really relevant experience. Account Manager, Computacenter

This course sharpens your thinking as well as your presentation skills. Client Services Director, Intermarketing

People found your material extremely helpful and your style of speaking something they would like to emulate. The Medical Center of Central Georgia, USA

Dear Phillip,

I am writing to express the immense benefit that we gained from your presentation at the Yes Group, and to thank you for your unique input - which I found of great value.

I know that our members have found your presentation was wonderful. I understand that you have recently bumped into one of our group who had been at your event, and that you received the feedback first hand, "Your session was absolutely fantastic. I was so inspired that when I got home I was up half the night writing down all the ideas you helped generate in me." I assure you that you have instilled excitement, and inspired many amongst us.

I had seen you present brilliantly before, which is why I was so keen to invite you to our event. Yet, I felt that your performance for us was even more professional and polished, which was demonstrated by the great rapport you had with our audience - the connection was absolutely fantastic.

Your delivery was masterful. Your style of speaking easy, conversational, and interactive, and your connection with the audience was reflected in your ability to inspire and to motivate them to make changes to the quality of their lives.

Thank you again for the gift you gave us from the heart, and for all your time and effort.

Kind regards

Ilham Chalabi  
Chair - Yes Group, London