

## ***Martin Henfield,***

Executive Coach with Geneva Partners Group,  
mainly involved with programmes concerning

- **Media Communication** (English)
- **Presentation Skills** (English)



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### **Professional &**

#### **Training Experience :**

Martin Henfield is one of England's most experienced media trainers and for fifteen years combined the skills of teaching clients to communicate effectively on TV, radio and in the press while enjoying a career as a front line presenter of news and current affairs programmes for the BBC.

In 2004 he retired from broadcasting to concentrate on media training. As a trainer, Martin has worked with senior executives in Britain and mainland Europe both on a one-to-one and one-to-group basis.

Martin's broadcasting experience includes working as a reporter and presenter for BBC television, producing a national daily radio news and current affairs for the BBC and managing one of the BBC's largest local radio stations for five years (BBC GMR in Manchester).

Recently he chaired seminars around Britain for the Institute for Fiscal Studies. The audiences included some of the country's most senior executives in commerce, finance and manufacturing. Other clients have included accountants KPMG, leading lawyers, Addleshaw Goddard (where he helped set up an internet TV channel on human resources and employment law), the Information Commission - currently charged with introducing Britain's Freedom of Information Act - and Stanleybet, Britain's fourth largest bookmaker which aims to take a lead in benefiting from Britain's proposed relaxation of the gaming laws. Recently he has been working with top medical experts in infectious diseases who are helping to set up a national plan to counter possible terrorist chemical and biological attacks.

His method is to build confidence and help clients define and deliver key messages in a concise and memorable way..

In addition to handling the media, Martin has coached many senior executives in making boardroom and theatre presentations.