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MICHAELA JEDINAK

Fee band from £ 1000 - 2000

To book Michaela, please call us on +44 (0)845 257 0807 or e-mail to: info@cityspeakersinternational.co.uk



Background

Michaela Jedinak holds a law degree from Germany. She has since worked as the MD of Cosmopolitan in Prague she developed a love and passion for colour and style, which increased while working for a product and design company in Italy and later for the advertising group Grey Interactive in London.

She has a unique range of experiences from the fashion, media and design industry and has held senior management positions in Business Development, Sales and Marketing, such as

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- Director of Grey Interactive, London
- European Director of Product and Design, Milan Italy
- Managing Director for Cosmopolitan, Prague Czech Republic.

In the past her responsibilities included:

- Advising clients on media national and international sales strategic issues concerning brand
- New business opportunities, customer loyalty, relationship management and the adoption of enabling technology to
- Create greater efficiency in profits offline and online organisations
- Developed client's brand recognition and positioning in competitive and fast-changing markets

Areas of Expertise

In her career she has been working with blue chip clients such as Mars, Procter & Gamble, Hearst, Ringier, Springer, Daimler Chrysler, Puma, Shell, Nokia, Henkel (Persil), Estee- Lauder, BMW, Beiersdorf (Nivea) , Siemens and many others.

Michaela speaks four languages fluently and has lived and worked in Czech Republic, Germany, USA, Hong Kong and Italy before settling in London eight years ago.

Michaela Jedinak's goal is to make women and men happy with themselves by giving independent advice and helping to find their own colouring, personal style, and how to create the right image in the corporate word.

She says:

"Each job, position, company and business sector carries different values and expectations. I can help to address these issues by preparing my clients in greater detail such as outward appearance and making the right impression when interacting with colleagues, clients or when conducting business.

We judge people by first impression every day. First impressions are important because many times you don't have the time to get to know someone very well, but you need to decide then and there whether you trust and believe the person who you are dealing with.

People feel always more understood and valued when they can speak and deal with someone alike one."

Topics covered:

- Dressing professionally at work
- How to use colour to dress professionally in a corporate environment
- How to create first impression when looking for your first job, new career move or another challenge
- Planning, building and updating your business wardrobe
- How to dress when attending a networking event
- How to make a networking event count

- After Dinner
- Business
- Celebrities
- Presenters
- Motivational
- Personal Development
- Leadership
- Futurists / Specialists

Futurists / Specialists