

## Probus Neutral Bay Guest Speaker – Tues. 14<sup>TH</sup> March 2023

**STEPHEN PEAD - Former Media Industry Trainer/Coach**



### “The Lighter Side of Doing Business in India”

**Introduction** – In 2021, India was Australia's sixth-largest two-way goods and services trading partner and fourth-largest goods and services export market. Two-way goods and services trade with India was \$34.3 billion in 2021. And they are progressing up the charts at a rapid rate. Interestingly enough.....  
Education is Australia's largest service export to India, valued at \$4.2 billion in 2021.

### Our Guest Speaker – Stephen Pead

Stephen has had a long and very successful media career in which he has worked for well over 40 years across radio, television and newspaper. In recent years he has run his own training and coaching consultancy, working with sales teams and management to improve their selling and communication skills. His clients are leading media groups located in Australia, South Africa, New Zealand, Kenya, PNG, Malaysia, Botswana, Canada, Namibia, and his favourite.... **INDIA!**



### His Presentation ...

This is not a dry presentation on his work, capabilities and skills.... far from it!!

In his fast-paced presentation, he will talk on the “lighter side” of doing business in India and will share some of his “road” stories.

- ✚ The family by the side of the road
- ✚ The fish truck and the thief
- ✚ The mystery of the taxi air conditioning
- ✚ The risk of drinking Old Monk
- ✚ The Indian restaurant fiasco
- ✚ The Christmas Carol experience

Some are funny, some are sad, but all are unique and told by this master story-teller!

PTO



- **Stephen also conducts digital sales training for media groups and presents a digital workshop designed for small-medium businesses to help them understand how to implement a digital strategy alongside their mainstream media campaigns.**
- **In addition to his sales consultancy work, Stephen is a regular blogger on media websites and a sought-after public speaker.**

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