

## PRESS RELEASE

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### **GOPROBRIEFINGS.COM ANNOUNCES THE APRIL ARRIVAL OF TEAM MEMBER, COREY HANSEN**

**March 28, 2023: ABPM Spring Conference, Boston, MA, USA** – GoProBriefings.com announces the arrival of a new addition to the team! Corey Hansen, Presentation & Performance Coach, Author, Speaker, and Briefing Professional Leader will begin providing expert training services to Briefing and Customer Experience Professionals starting in April. Most recently, Corey led the Executive Briefing Program at T-Mobile and prior to that position served as the General Manager for the Executive Briefing Program at Sprint. Through both programs, Corey facilitated hundreds of briefings with leading global companies, created and delivered in-person and on-camera technical demonstrations, and implemented broadcast capabilities for hybrid audiences. Corey has decades of experience as a professional actor in theater, video, and voice acting and has authored the book entitled, *“How to Act in Business” – A dialogue for businesspeople in one act.*

Corey will team with Pamela Evans, Principal and Consultant with GoProBriefings.com and Candie Hurley, esteemed Trainer, and Coach. Corey’s offerings will include a series of “Dynamic Delivery” workshops for executives, briefing professionals, technical discussion leaders, and on-stage speakers. Corey’s “4-A Way of Dynamic Delivery” sessions will help participants build skills and techniques in developing a demo story, facilitate on-camera delivery, and teach on-stage speakers what to do when they encounter unique challenges as they strive to connect with customers in a larger audience

“Candie and I are thrilled to add Corey’s unique skill set to our portfolio. Whether a GoProBriefings.com client wants to improve their customer connections during an in-person, virtual, or hybrid engagement, enhance the effectiveness of their demonstrations, deliver a more compelling pitch at a tradeshow or simply learn how to become a more dynamic keynote speaker, Corey’s creative approach will provide a model to deliver their best performance. Corey will bring vast coaching experience and loads of energy to GoProBriefings.com clients no matter their situation or need. We simply can’t wait for him to join us! said Pam, Principal and Consultant.

GoProBriefings.com offers a variety of flexible, customized offerings in the scope of:

- Gaining Executive Buy-in
- Starting a new Program
- Training your Team
- Marketing your Program
- Benchmarking your Program
- Creating more Business Value
- Dynamic Delivery

GoProBriefings.com can take a program from “Zero to Sixty” at any starting point depending on where a briefing or customer experience program journey happens. Our team’s experience will guide you in areas of program leadership, strategy, operations, and innovative thinking. If your company has exciting new opportunities ahead where we can be of service, please contact us – see details below.

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