

CONSULTANCY



The Consultancy32 Academy

Tailored Training & Coaching Programmes



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Public Speaking

Nail your next oral presentation thanks to verbal and non-verbal communication techniques.

Whether you are raising funds, preparing for a board meeting or a TED talk, this training is made for you!

We also help you convince anyone using mental strategies and stress management techniques.

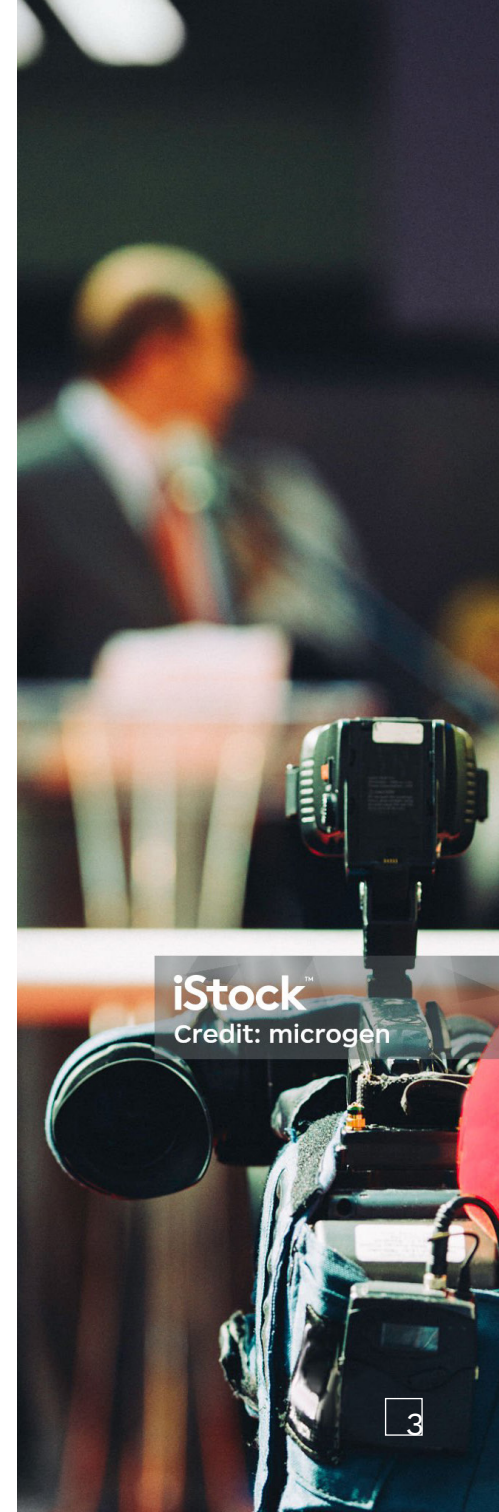


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Credit: piranka

Media Training

Position yourself as a thought leader and expert among media outlets and journalists for key industry topics.

This training will guide you on how to use media relations to gain solid and sustainable reputation and to build brand awareness of your company.

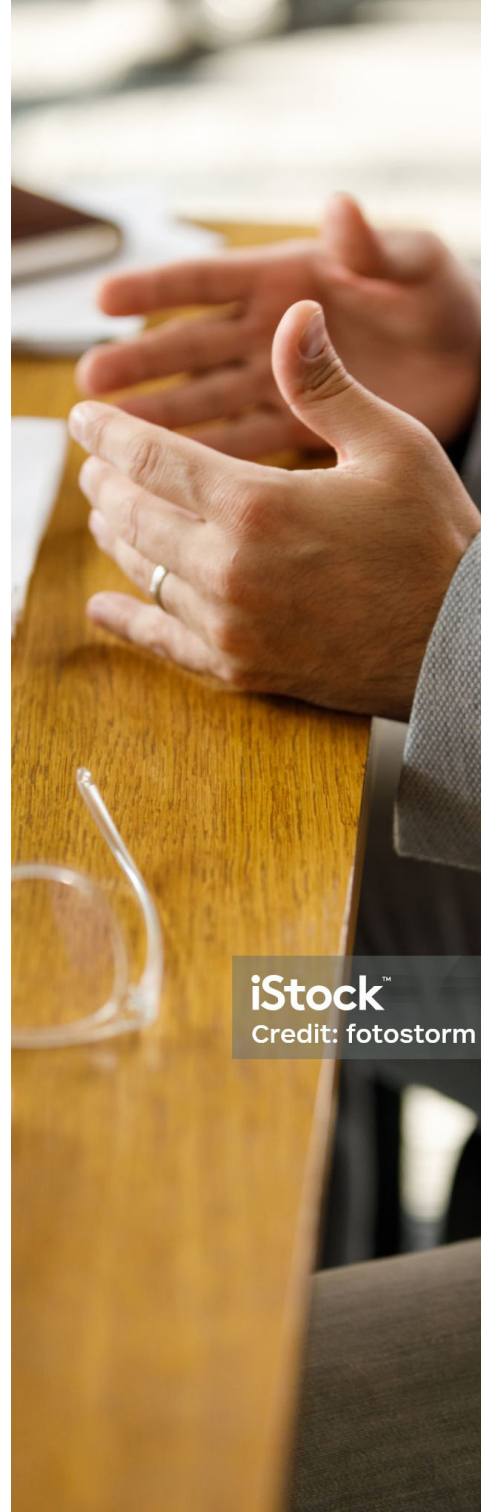


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Credit: microgen

Crisis Comms

Crisis communications management plays a pivotal role in safeguarding your company's reputation and business. Being prepared makes a significant difference.

Learn how to monitor signals, prepare for and manage a potential crisis.



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Credit: fotostorm

Branding

A strong brand communicates the company's values, sets it apart from competitors, and influences purchasing decisions.

We'll create a branding toolkit for you which you will be able to implement throughout all your communications channels, offline and online.

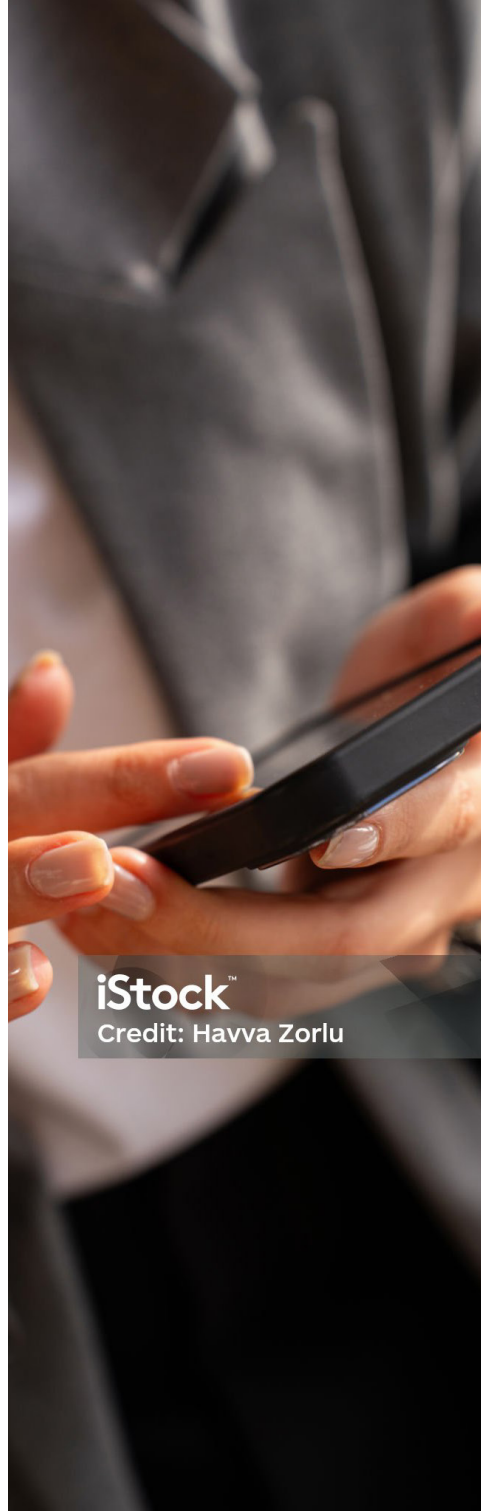


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Credit: miniseries

Social Media

Boost your social media statistics and learn how to better integrate social media in a 360° communications strategy.

We will share with you our editorial calendar tips, better practices per social media platform, and must-do in your sector and targeted countries.

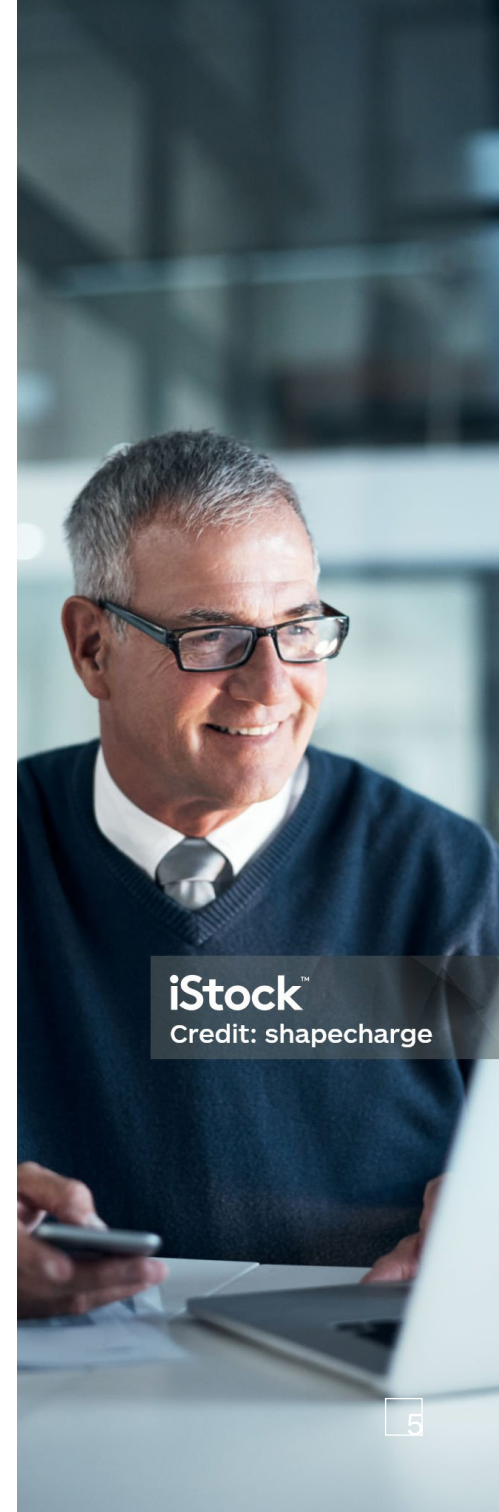


iStock™
Credit: Havva Zorlu

Content

With the rise of AI and in a era in which we are flooded with content, the quality of the content matters more than ever.

Whether you are writing for your website, your social media platforms, a brochure, our experts will teach you how to adapt the right style to gain maximum traction with your audience.



iStock™
Credit: shapecharge

SEO

Having a great website is important. Having a great website without proper SEO is a shame.

Discover the power of search engine optimization (SEO) and how to strengthen your online presence, making sure your brand stands out as people look up information on the web.



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Credit: 400tmax

Design & Web

Good design gives a strong first impression and helps users trust the brand. When a site is clear and attractive, people are more likely to stay, read, and come back.

Learn the principal rules of visual branding from the logo to print materials and how to build a strong website.

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Credit: ExperienceInteriors



How can our training contribute to your success?


As the CEO of your company, you can't be everywhere at once.

Delegating work to communications experts is critical.

Once you recognize this, you have a couple of choices: handling things internally or outsourcing them. But there is a third option that can make you stronger in the long run - being trained by **Consultancy32**.

You'll gain a deeper understanding of how communication works, better assess situations and make more informed decisions.

Training is a great way to assess your current level with an empathetic and non-judgmental coach, and to make significant progress in a short time that will make a big difference to your business.



Why choose the Consultancy32 Academy?

We are a team of international, multilingual, senior communications experts. All trainers have above 15 years of experience in communication.

BEYOND TRAINING, WE SHARE OUR EXPERTISE IN COMMUNICATION

Our academy is different from any typical training agency.

Experts in our communication field; whether it's branding, content, PR, social media, crisis, public speaking; we are also highly knowledgeable in the sectors of finance, tech, web3, and impact.

Your progress will be significant: We listen before everything; we adapt; we encourage you to go the extra mile.

TAILOR-MADE SESSIONS

Our training sessions are adapted to your objectives and time constraints: They can be one-on-one or in small groups; face to face or online.

Why choose the Consultancy32 Academy?

ESTABLISHED IN 2017, WITH OTHER 30 CLIENTS YEARLY ACROSS MULTIPLE MARKETS. WE HAVE A PROVEN TRACK RECORD OF SUCCESS WITH CLIENTS.

Consultancy32 supports leading startups and corporates everywhere, helping them define their communications strategy and raise their reputation globally.

We have trained CEOs, directors and executives of a large panel of companies. Below are some of the companies our consultants have worked for in the past.





Our work

X-UP, Ecole Polytechnique's Incubator

École Polytechnique's incubator offers the excellence of the Institution to deep-tech entrepreneurs. École Polytechnique ranks in the top 40 of the world's best universities worldwide (Round University Ranking) and number 1 engineering school in France.

Since 2020, Consultancy32 has provided training sessions to promotions of startups on:

- **“How to pitch to an investor, a prospect, a journalist”;**
- **“How to use non verbal communication”;**

- **“How to shine with a limited communications budget”;**
- **“How to deal with difficult personalities”;**
- **“How to leverage the announcement of a fundraising”**

Public speaking coaching has allowed CEOs to leverage funds, win competitions, gain new clients and showcase their activities at the Consumer Electronic show in Las Vegas.



Diane is very effective in coaching entrepreneurs to improve their communication. She has the power to « transform » people communication quickly. All startups love her interventions! ”



Roberta Camara,
previous Incubator
Manager, Ecole
Polytechnique

ChAI Predict, an AI/Commodities Startup

ChAI uses AI to provide corporate buyers with market information on the likely price moves of commodities and vital raw materials needed for manufacturing.

Consultancy32 has provided training sessions to ChAI executives covering:

- **“Corporate storytelling”**
- **“Messaging”**
- **“Media training: How to engage effectively and optimise interviews/interactions”,**

Our coaching and targeted media outreach has allowed ChAI to “jump” within months from almost no profile to becoming a regular top tier contributor and source positioned as a peer to global firms like Goldman Sachs and Rabobank – providing commentary and articles in publications like Bloomberg and the Financial Times.



Consultancy32 are an exceptional team. Fun to work with their training and advice has always been spot on and the results they generate are extraordinary. Having had almost no profile, within weeks of engaging them we were meeting journalists at the FT and WSJ and seeing coverage in internationals and nationals. I'd recommend them in a heartbeat.”



Tristan Fletcher,
Founder & CEO, ChAI

EDF, the French Multinational Electric Utility Company

Two half days media training for a Director at EDF. Preparation in front of the camera for any media interaction. Teaching the

dos and don'ts when speaking to a journalist whether it's for a newspaper, magazine, radio or TV.

Diane gave me a great media training. What characterizes her: Talent, liveliness and pragmatism. She brought me a lot and allowed me to progress as a spokesperson by gaining confidence and spontaneity.”



Mario Capai,
Directeur EDF SEI CORSE

Arab Bank Switzerland, a Swiss Private Bank

Consultancy32 created a tailor-made training program for the top executives of the bank. The training took place over two days and included both individual and group sessions.

The objective was to help participants speak with greater impact and adapt their message depending on the context—whether for a conference, an internal meeting, or an external event.

Each participant made significant progress by enhancing both their verbal and non-verbal communication skills.

Verbal communication techniques covered the choice and order of words, message structure, impactful openings and conclusions, and the use of rhetorical questions. Non-verbal techniques included posture (upper and lower body), eye contact, hand gestures, voice, intonation, silences, and facial expressions such as smiling.

All exercises were filmed to help participants assess their initial level and track their progress.



Our team of experts



Diane Gaillard,

Co-founder of C32, Communications Director

FAST TRACK

Communications trainer, coach and presenter

Lived in London, Munich and Abu Dhabi. Currently based in Paris.

Speaks: French, English, German

TRAINING EXPERTISE

Public speaking, pitching, negotiation, media relations, PR. Coach for startups, corporates & institutions.

BIOGRAPHY

Diane is an international communications trainer & presenter. After working for ten years in PR for an international clients, she co-founded Consultancy32 with Barbara Mahe in 2006.

With 20 years of experience in communication, Diane advises CEOs of startups, corporates (KPMG, BMW, AXA, EDF, SUEZ, Alstom, Dassault Systèmes), and institutions (French Tech, Bpifrance).

She is a public speaking coach for entrepreneurs incubated at Berkeley Skydeck, Polytechnique, Starburst and Leonard. She is Operating Partner for Bpifrance and she was the pitch coach for entrepreneurs of the “French” Shark Tank, “Qui veut être mon associé” in 2025.



Barbara Mahe,

Co-founder of C32, Communications Director

FAST TRACK

Communications Strategy and Branding,
Communications Trainer

Lived in: London, Paris, Hong Kong and
Atlanta. Currently based in Geneva

Speaks: English, French and Spanish

TRAINING EXPERTISE

Media Training, Crisis Communications,
Branding, Social Media, Content and SEO

Sectors: Finance, Tech and Crypto.

BIOGRAPHY

Barbara has over 20 years of experience in
Communications in the Finance, Tech and
Crypto industries, working in London, Hong
Kong, Paris and Geneva.

She has worked as Global Head of Comms
or Head of PR for companies such as HSBC,
Societe Generale and S&P Dow Jones
Indices.

Since she has launched up Consultancy32
with Diane Gaillard, she has been heading
Communications for numerous companies
and startups including Swiss Private Bank
Arab Bank Switzerland and leading crypto
startup Ledger.



Stephanie Herrmann,

Communications Director

FAST TRACK

Formerly: Havas Paris, Bain & Company, Unibail-Rodamco-Westfield, Ubisoft, TUI
Lived in Ecuador, France and The Netherlands. Currently based in London
Speaks: French, English, Spanish, Portuguese

TRAINING EXPERTISE

Specialties: Communication Strategy and Branding, Mediarelations, Crisis management
Sectors: Impact (Environment, Education, Diversity), Professional Services

BIOGRAPHY

Stephanie Herrmann is a seasoned corporate communications professional with 18 years of experience in international companies and leading global communications agencies. Her career includes senior roles at Bain &

Company, Unibail-Rodamco-Westfield, TUI, Ubisoft, and Havas Paris, where she worked with multicultural teams across Paris, London, and Amsterdam.

She has successfully led projects in public relations, internal and employer communications, brand strategy, CSR communications, editorial content management, and social media. Her experience spans multiple industries, from corporate strategy and retail to the arts and education.



Alexander Brown,

Communications Director

FAST TRACK

Formerly: Agency: Snr Director Interpublic Group Agency (IPG) Inhouse: St. James's Place, Schroders Personal Wealth.

Lived in: London, Sydney, USA (Currently based in London).

TRAINING EXPERTISE

Media training, Strategy, Storytelling, Investor Presentations, Panel Events and Public Speaking, formats ranging from one-to-one basis up to training seminars for audiences of 200+

Sectors: Financial, Tech and Professional Services

BIOGRAPHY

Alex has over 25 years experience in corporate communications. This has

involved providing bespoke training that helps executives to engage with audiences and convey messaging in a compelling and memorable way. Whether for one-to-one meetings with journalists, presentations to key investors or to prepare for speeches to hundreds of delegates, Alex has helped dozens of executives to make the most of the big moment. He has worked in-house for FTSE 100s St. James's Place (SJP) and Schroders. He has also held senior roles for leading global agencies including 11 years as a Senior Director where he worked to direct multinational campaigns for brands like HSBC, Lloyds of London, and Barclays. Alex has also helped owners of fast-growing startups and small businesses from a range of sectors to ensure the right messaging that optimises valuation gets remembered.



Alexandra Brainos-Gimond,

Public relations Director

FAST TRACK

Formerly: Accenture, Microsoft, Publicis Consultants, OmnicomPR Group (Fleishman-Hillard)

Currently based in Paris

Speaks: English and French

TRAINING EXPERTISE

Specialties: Media relations (what is it, how it works, good practices) and Media training (integrating your messaging and corporate storytelling)

Sectors: Finance (Fintech & Insurtech, Crypto-assets, Inward investments) and BtoB Technology (Software and consulting-IT services).

BIOGRAPHY

Alexandra has over 25 years' experience in corporate communications and content writing, mainly in financial services and BtoB technology. Before becoming an independent consultant in 2017, she ran in-house PR and marketing campaigns for Microsoft and Accenture and held senior PR-positions in international corporate communication/PR agencies where she successfully helped start-ups, SME's, blue chip brands and institutions to develop their brand awareness and reputation in France.

Since then, she has led a number of media launches of foreign and French Fintechs, Insurtech and cryptocurrency platforms, for which she trained executives in media speaking.



Nadège Chapelin,

Communications Director

FAST TRACK

Over 20 years of experience in corporate communications and public relations.
Based in Paris.
Speaks: French and English.

TRAINING EXPERTISE

Specialties: Media relations, crisis communication,
Sectors: Impact, Construction Industry, Sciences

BIOGRAPHY

Nadège has extensive experience in corporate communications and public relations (including media relations, social media, and digital strategy), particularly in areas such as sustainable development, environment, and energy. Her expertise also includes managing sensitive and crisis-related media strategies. She is well-regarded for her ability to simplify and communicate complex, scientific, or technical subjects.



Judith Huss,

Communications Director

FAST TRACK

Over 25 years experience in PR and media relations, former MD of international Tech PR agency in Munich; serving the DACH-region, fluent in English and German native, lived in Abu Dhabi and now based in Munich, Germany

TRAINING EXPERTISE

Specialties: Media relations, brand building, crisis comms, CEO positioning, PR at events, speaker placements, thought leadership and expert establishment, Influencer relations, data driven PR

Sectors: Global media, finance and politics, tech, consumer brands and tourism, new energy & sustainability

BIOGRAPHY

Judith Huss looks back at over 25 years in PR and media. After serving as MD at an international PR agency for the Munich office, she started her own consultancy in 2001, serving mainly international clients. Milestone clients of her long and trusting client list are Bloomberg News & research, BBC Global News and Dow Jones/Wall Street Journal.



Frédérique Viviani,

Web Developer

FAST TRACK

Formerly: French Communications Agency Studio Gire,
Currently based in Chalon-sur-Saône (Burgundy, France). Lived in Sainte-Foy, Canada and Paris, France.
Speaks: French, English

TRAINING EXPERTISE

Specialties: Integration of Websites, Intranets, Newsletters and e-Banners. Technical Support

BIOGRAPHY

Frédérique began her career in 2008 as a Developer in a Communications Agency in Burgundy, France. She decided to start working as a Consultant back in 2015 and has since then designed and developed multiple websites, intranets and other communications online materials. She collaborated with several leading communications agencies (Tuesday, Les Pistoleros) and worked directly with dozens of corporate and startup clients in various sectors.



Stéphanie Morin,

Art Director

FAST TRACK

20 years of experience as Art Director.
Currently based in Paris.
Speaks: English and French

TRAINING EXPERTISE

Specialties: UX/UI Design, Logo, Brand Identity, Online and Offline visual communications

BIOGRAPHY

Stephanie began her career in 2005 as a freelancer while finishing her Master in Design. She then collaborated with several leading Communications and Web Agencies (Pelham Media, Tuesday, WordAppeal, Norsys) for clients such as Ademe, Engie, CBRE or Algeco. She also worked directly for a variety of clients including The Fork, Equileap or Bayer.

Contact us

Diane Gaillard

Co-Founder, Communications Director

Paris, France

diane.gaillard@consultancy32.com