



**100 women in
hedge funds®**

Next Gen Coach: Communicating Under Pressure - Handling Challenging Situations & Tough Questions

May 24, 2016 at 6 PM
London

Next Gen London are excited to bring you Next Gen Coach, a new initiative for 2016. This series of small group workshops will equip you with crucial skills to boost your career and gain the edge on your competition. We look forward to welcoming you to the sessions, the first of which is detailed below.

Take your communication skills to the next level. Get tips and advice at the first interactive workshop of the Next Gen Coach series, Communicating Under Pressure - Handling Challenging Situations & Tough Questions. Learn to communicate with gravitas, clarity and authenticity.

Discover how to:

- Analyze your individual style and receive guidance adapted to help you communicate with credibility and confidence
- Drive a discussion and stay on message
- Transfer media handling skills to the office environment

During the workshop led by Ed West, light refreshments will be available.

There is a £45 fee for attendees, which includes a 50% discount for Next Gen members.

Each workshop is limited to a small group, so register promptly.

Event Details

Date: May 24, 2016

Time: 5:45 PM Registration.

We will begin *promptly* at 6 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after a session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early. The workshop will end at 9pm.

Location: 7 Clifford Street

Mayfair, **London**, W1S 2FT, United Kingdom - [Directions](#)

RSVP: [RSVP Now](#)

Your place is confirmed only on payment and your paypal receipt will serve as your event registration. The price includes a 5% paypal transaction fee.

You MUST pay at the time of your booking to secure your spot. If you must cancel, we will endeavour to fill your spot; however, there is no guarantee that we will be able to do so, and if we cannot find a substitute, the entire amount of the booking will be forfeited.

If you have any questions about this event, please contact the [Next Gen London](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Space is limited. No walk-ins will be permitted.

Biography

Ed West, Partner, Swordpoint Advisors

Ed is a Partner at Swordpoint Advisors working between London and Singapore. Since 1998 he has been coaching clients before key communications, sales pitches and media Interviews. He helps his clients develop compelling and persuasive messages and then deliver them in their own naturally confident style, even when under intense pressure.

Ed has worked at board level with more than half the top ten listed companies in Singapore. He has worked with many of the leading global investment banks and been flown around Asia in support of their major pitches. He has worked on the investor presentations of many large fund raising exercises helping to successfully influence investors and raise more than 20 billion dollars for funds and corporations. He has also spent 2 years working at PwC where he coached the firm's partners, worked on key sales pitches and developed a communications training business.

Ed studied History and Politics at Newcastle University. He has lived and worked in Europe, Asia and Africa.

SWORDPOINT

Leading Edge Communication

About Swordpoint Advisors

Together, the Swordpoint Advisors team have worked across the globe with many leading local and multinational organizations from London to New York, Frankfurt to Singapore and Tokyo to Sydney. As well as general coaching and training they have coached teams to win numerous multi million dollar sales pitches, win boardroom approval for projects, win promotion and to win over and inspire their workforce. They have worked on numerous fund raising exercises, IPO's, bond issues and trade sales and have helped companies to raise more than 100 billion dollars.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 500 industry education events globally, connected more than 350 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.