


Course Director Profile

Richard John

<p>Summary</p>	<p>Richard John is the Managing Director of RJA GB Ltd, a boutique training and development consultancy. He is a highly qualified, and experienced training, management and marketing consultant with over twenty years' experience in a variety of major international organisations, and has recently been appointed as a registered and approved Growth Coach.</p> <p>Richard is a highly polished communicator at all levels, excellent team motivator, and an expert in developing and delivering sales, marketing and management programmes. He is also extensively published with numerous books and articles to his name</p> <p>Recognized as a world authority on event marketing, management and training, Richard is a skilled and widely-published business writer and presenter, trained and experienced to broadcast television level.</p> <p>Richard is also heavily involved in the development of national Standards of Best Practice and has helped scope, develop, refine and implement Standards in events, as well as other areas such as management, sales, and marketing. More recently he has been instrumental in assisting the Canadian Tourism Human Resource Council in their work to develop international qualifications for event managers.</p> 
<p>Areas of Expertise</p>	<ul style="list-style-type: none"> • Events, exhibitions, live marketing • Sponsorship • Creativity and innovation • Presentations skills • Communication through events • Business growth
<p>Training and Consultancy Experience</p>	<p>Three decades of working with clients on four continents delivering sales, marketing, management and customer service training to a variety of audiences.</p> <p>Business coaching for SME's across all sectors.</p>
<p>Market</p>	<p>Generic marketing programmes which have been used by small, medium and large organizations, covering public, private and NfP sectors</p>

Sector Focus	
Recent and Current Projects	<ul style="list-style-type: none"> • Event development – British Council • Customer service – TfL, Green Flag, BFI • Management development, Haya Water, Oman. Charity Connection, Green Flag • Strategic Event Management – Canon (London, Amsterdam, Turkey, Moscow) • Event development – Kaspersky Labs (London, Paris, Amsterdam, Madrid, Rome) • Marketing strategy – Cambridge ESOL. • Presentation skills – AEC, Saudi Arabia, Haya Water, Oman
Qualifications Professional Memberships and Publications	<p>MSC in Conference and Event Management</p> <p>Practitioner in NLP</p> <p>NCFE Advanced Certificate in Entrepreneurship</p> <p>NCFE Advanced Certificate in Personal Effectiveness</p> <p>Diploma in Performance Coaching</p> <p>Postgraduate Diploma, Strategic Training & Development</p> <p>Diploma in Management</p> <p>NVQ Level V in Management D32, D33</p> <p>BA (Hons) Economics and International Studies</p> <p><i>Other Qualifications and Experience</i></p> <p>Fellow: Chartered Institute of Marketing; Institute of Sales and Marketing Management, Higher Education Academy, Institute of Training and Occupational Learning</p> <p>Lecturer: Leeds Metropolitan University, UK; University of Derby, UK; London College of the Arts, UK; EWS, Dresden, Germany, Cologne University, Germany</p> <p>Member: Chartered Institute of Personnel and Development; Institute for Learning</p> <p>Publications: Author of/contributor to 4 business books, and numerous articles in more than 40 newspapers and specialist trade magazines</p>
International Experience	Europe, Scandinavia, USA, Africa, Middle East, Far East, Russia