



2025
Edition

SPEAKER

Neal Moore
**PRO-
HUMAN**

TRAINER

I ADVOCATE FOR THE VALUE OF HUMAN CREATIVITY AND CULTURE IN AN INCREASINGLY INHUMAN WORLD. I'M NOT ANTI-TECH, I'M JUST PRO-HUMAN. HOW ABOUT YOU?

LET'S #BEMOREHUMAN

[HTTPS://PRO-HUMAN.CO](https://pro-human.co)

@NEALPMOORE

WRITER

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Thanks for downloading, I have been telling stories professionally for over 25 years on stage, on screen and online.

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I train individuals and organisations how to share their unique human stories on stage, on screen and online.

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Find out what my clients think of me and how I bring value to their roles and organisations.

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Ready to talk? Then let's grab a coffee and discuss how I can best be of service to you.

Neal Moore BIO

Trained originally as an actor then as a journalist, I have been telling stories professionally for over 25 years on stage, on screen and online in the UK, USA and Singapore where I've been based since 2009.

In 2010 I co-founded Click2View, Singapore's first dedicated content marketing agency, which served world class clients including AIA, Ben & Jerry's, Canon, Cisco, Citibank, Google, HSBC, Panasonic, Singtel & Visa.

After seven years at the helm I got the infamous itch so I sold my stake in the agency and spent a year writing, developing and producing two short films, a sitcom and a podcast series. This led to a role as Head of Content & Business Development with Southeast Asia's largest independent factual production company, but I'm not destined to work for someone else so...

In 2019 I founded Moore's Lore Media to help people and organisations, including the Asian Development Bank, AIA, Lazada, Singlife, Telstra Ventures, TWG Tea, UPS and the UNDP, tell better stories for business impact. However, in 2024 I felt called to advocate for the value of human creativity and culture in an increasingly inhuman world as a speaker, writer and trainer.

Along the way I have been featured in Asian Entrepreneur, Inc. ASEAN, Marketing Magazine, Mumbrella Asia, Singapore Business Review, South China Morning Post, The Guardian, on Australia+, BBC Asia Business Report, BBC Talking Business with Linda Yueh and Money FM.





Neal Moore **SPEAKING**

I have a range of deeply researched presentations on the value of human creativity, culture and storytelling to business that last from fifteen to sixty minutes, including:

People Follow People: Why The Future of Business & Commerce is Human

How creative individuals and authentic personalities beat brands, lead businesses and persuade others to follow.

People Believe People: Why The Future of News & Media is Human

How humans can fight misinformation, disinformation and the 'enshittification' of the Internet with AI slop AND revive the media industry while they're at it.

INVESTMENT

- **Up to 15 minutes, \$1,500**
- **Up to 30 minutes, \$2,000**
- **Up to 45 minutes, \$2,500**
- **Up to 60 minutes, \$3,000**

Terms & Conditions

- All prices are fixed regardless of number of attendees or participants
- All prices include an hour's briefing session and limited customisation of content to create increased local or industry relevance
- All prices exclude cost of travel and accommodation outside of Singapore
- All prices exclude cost of any venue, F&B or AV equipment
- Bookings are not considered confirmed until payment of 20% non-refundable deposit.



Neal Moore **TRAINING**

Learn to share your unique human stories on stage, on screen and online with your industry, employees, colleagues, customers, partners and press to increase your influence and impact.

01

MEDIA & SPEAKER TRAINING

Media is such a broad spectrum these days encompassing, not just mainstream publications and programmes, but also webcasts, webinars and events – anywhere you appear in public to share a message about your business. In this half-day session I help you make the most of every opportunity whether it's on stage, on screen, in print or online.

Agenda

- **Introductions.** Make people remember who you are and why you're worth listening to.
- **Messaging.** Hone, adapt & personalise your message so it feels authentic and not like PR spin.
- **Hooking, Bridging & Flagging.** Hook the journalist or moderator, bridge back to your message & flag the most important one for the audience.
- **Storytelling.** Turn your stats into stories for maximum impact and retention.
- **Angle Finding.** Don't have a story to tell? Then find an angle, here's how.
- **Audience Engagement.** Engage the audience with icebreakers and simple, closed questions using whatever mechanisms are available.
- **Awkward Questions.** Handle those really awkward questions that you can't or don't want to deal with.
- **And Relax.** Finally, I'll share some techniques to help you handle any nerves that may arise on the day.

Neal Moore **TRAINING**

02

INTERPERSONAL COMMUNICATIONS TRAINING

It is assumed that all human beings have an instinctive understanding of how to communicate with each other but, depending on the context, that's not always true. In this half-day session participants will learn how to communicate effectively with bosses, colleagues and clients in real life, on email and even via WhatsApp. This is particularly useful for those working in cross-functional teams or onboarding recent graduates.

Agenda

- **Understanding Your Audience.** Empathise with whomever you are talking to, adopt their perspective, assess what they need to know and make it relevant to them.
- **Picking Your Moments.** When to grab their attention, how respect their time and read their cues.
- **Getting To The Point.** Prioritise information and provide the perfect amount of context.
- **Soliciting Feedback.** Get fast, accurate and actionable feedback from anyone.
- **Awkward Conversations.** Instigate awkward conversations, provide constructive criticism and avoid unnecessary conflict

Neal Moore **TRAINING**

03

PRESENTATION PREPARATION SESSION

Got a big pitch or presentation coming up? Rehearse with me during this half-day session and let's polish up both the delivery and the slides so you can walk on stage with confidence and deliver with panache.

Agenda

- **Present.** First you present to an audience of one - me!
- **Assess.** I'll then provide an initial assessment of both your performance and slides.
- **Amend.** We'll make some amendments together and run it again.
- **Rehearse.** And run it again, and again and again until you feel completely comfortable.
- **And Relax.** Finally, I'll share some techniques to help you handle any nerves that may arise on the day.

04

LINKEDIN MAKEOVER SESSION

Make yourself more appealing to employers, customers, colleagues, partners and press with a half-day LinkedIn makeover that includes:

Agenda

- Professional headshot & background image creation
- Development of headline and personal value proposition
- Reinvigorated 'About' section
- Enhanced employment history
- Plus a personal content strategy designed to grow and engage your network

**Customised programmes can, of course, be created upon request
to address specific areas of concern.**



Neal Moore **TRAINING**

INVESTMENT

- **Half-day up to 4 hours, \$2,500**
- **Full-day up to 8 hours, \$3,750**

Terms & Conditions

- All prices are fixed up to 10 participants. Each additional participant will be charged \$200 per pax.
- All prices include an hour's briefing session and limited customisation of content to create increased local or industry relevance
- All prices exclude cost of travel and accommodation outside of Singapore
- All prices exclude cost of any venue, F&B or AV equipment
- Bookings are not considered confirmed until payment of 20% non-refundable deposit.

COACHING & CONSULTING

I also provide one-on-one communications coaching and consulting to individuals and organisations with specific needs or challenges to solve at a rate of \$250 per hour.



Neal Moore **TESTIMONIALS**



MICHAELPONE SUFIAN

Conference Producer, Pacific Conferences

"A stellar performer who never fails to deliver. An amazing, highly entertaining presenter who is able to make heads turn, deliver real-life insights and, quoting from one of our delegates, is 'an absolute legend!'"



HINDA SMITH

Corporate Communications Manager, Amadeus APAC

"When Neal presented on why all brands need to be great storytellers at the Amadeus APAC Comms and Marketing Forum, he literally changed my way of thinking and career forever."



DR. SUSANN ROTH

**Knowledge Management Specialist,
Asian Development Bank**

"Neal is an enthusiastic, entertaining expert, it's no wonder his LinkedIn session generated such positive feedback. I have no hesitation recommending Neal as both a speaker and trainer."



MANDY WONG

President, TBWA Singapore

"Our leadership team really took away some great new skills in the recent media and speaker's training led and conducted by Neal. He was exceptionally engaging and the session was so enjoyable."

Neal Moore **TESTIMONIALS**



ASHA CUGATI

SVP Commercial Solutions Lead, Mastercard APAC

"Neal has infinitely improved my presentation skills and how I approach communication with others. He also worked with my team on communication techniques and they loved it! I can confidently recommend Neal for 1:1 communication training, for team building and training."



NIKKI TAYLOR

Marketing Strategy Growth Director APAC, UPS

"Neal did an outstanding job training our employees in storytelling. We received positive feedback from all that attended. I would highly recommend Neal to any organization looking to upskill their employees in storytelling and presenting and to take their speakers to the next level."



DEAN CARROLL

Publisher, Mumbrella Asia

"Neal is exactly what we need more of in the media and marketing industry. He's brave, bold, smart and a pleasure to work with. On top of all that, he's a fantastic writer and content creator. It's not often that skill set is paired with a sharp business brain and a willingness to give back to the industry."



PING NAN CHEW

Creative Director, Mediacorp

"In the production of our podcast campaign, we were introduced to interviewees who were accomplished professionals in their field but prone to mic-fright in the studio. Neal was key in preparing them, calming them and guiding them into inspiring conversations."

Neal Moore



PRO-HUMAN

*Thank you for your
consideration.*

I sincerely look forward to working with you.

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<https://pro-human.co>