



# NATASHA MACHEINER, BA(HONS)

## MEDIA, MODERATION, COMMUNICATION

Communication is her passion and always has been - storytelling, too. As a former journalist for media such as ORF NÖ, ATV, Sat.1 Ö and WNTV, she knows what storytelling is all about. This knowledge flows into the creation of texts, graphic designs, illustrations or videos in her creative agency for communication, media and design Nasha Moving Art and Words. Natasha Macheiner is also an expert when it comes to language and body language. As a former TV presenter, she knows what is important when it comes to presentations and interviews. Austrian politicians, CEOs, entrepreneurs and top executives trust in her know-how. The powerwoman is not only a thoroughbred entrepreneur, but also an event moderator and voice-over talent. As a member of the Austrian Speakers' Association, she is one of the 100 best voices in Austria. Nivea, Lysoform, VW, Variobau, Wiener Zucker are just a few of the renowned names that Natasha Macheiner has lent her voice to.

MARKETING

PR/MEDIA

PERSONALITY

SALES

COMMUNICATION

CREATIVITY

RHETORIC

MODERATION

ADVERTISING

## LECTURES

### Fake news, bloggers and co – why interviews are becoming more challenging

Never trust a journalist is an often-heard principle. And rightly so – as many people believe. But is that really true? Does objective quality journalism still exist? In this lecture, you will learn how reporting has changed in the age of social media, what this means for your communication with the media, and what you should definitely bear in mind at your next interview.

### How to increase visibility and sales with videos

People love videos. Every day, 100 million videos are viewed 8 billion times on the Internet and 55% of all shoppers worldwide say that a video has had a positive influence on their buying decision. In this lecture, you will learn why you should also go for videos, what you should consider during production, and why the principle of „just once doesn't count“ applies.

### How to retain customers with good storytelling

People love stories and have done since the beginning of time. Stories have been told since the Stone Age and this still holds true today. Well-told stories are also eagerly passed on – and are therefore ideally suited as a marketing tool. In this lecture, you will learn why storytelling is so effective, what is important in storytelling, and how to get your message across in an imaginative way.

## SEMINARS / COACHING

### Hogging the limelight – presentation training for beginners (seminar/workshop/coaching)

- Styling and preparation
- Clear language
- Body language

### And action – media training (seminar/workshop/coaching)

- Styling and preparation
- The interview
- Clear language and visual language

### Video production for social media (seminar/workshop)

- Storytelling for social media
- Camera work
- Video editing

## INFORMATION

**Honorare:** on request

**Travel expenses from/to:** Theresienfeld (AT)

**Languages:**  

- content customisation possible
- Handout /further documents

## FORMATS

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Lecture         | <input checked="" type="checkbox"/> Moderation           |
| <input checked="" type="checkbox"/> Interview       | <input checked="" type="checkbox"/> (One-to-one)Coaching |
| <input checked="" type="checkbox"/> Seminar         | <input checked="" type="checkbox"/> Online/Web based     |
| <input checked="" type="checkbox"/> Consulting      | <input checked="" type="checkbox"/> Testimonial          |
| <input checked="" type="checkbox"/> Talk/discussion |  |



## MODERATION

Whether it's a matter of a business reception or conference, a gala evening or an award ceremony, since 2000 Natasha Macheiner has guided people through hundreds of events with charm and empathy. Perfect preparation is a matter of course and getting to grips with new topics is a welcome challenge. As a former TV journalist (ORF, Sat.1 Ö, ATV, WNTV), she discusses topics with her interview partners – on request in various ways ranging from objective to critical.

She is the right choice for upscale events. Her portfolio includes the moderation of:

- Business receptions
- New Year receptions
- Company anniversaries
- Galas
- Award ceremonies
- Concerts
- Congresses
- Discussion groups
- Interviews
- TV broadcasts
- Online broadcasts
- And many more

## FACTS, FIGURES AND DATA

She was actually passionate about art, but, after a motorbike accident, she became a journalist. Which is no wonder as communication has been in her blood almost since the cradle. She has been writing since the age of seven and drawing for even longer. She perfected her passion for storytelling at various television stations: ORF NÖ, RTV NÖ, ATV, Sat.1 Austria, and WNTV. In 2005, she was awarded an Austrian journalism prize for outstanding medical reporting. From 1996 to 2016, she also appeared in front of the camera: RTV NÖ, ORF III and WNTV.

From 2008 to 2014, she worked as a freelance artist. Her greatest success was the purchase of 30 pictures by MedAustron – the Austrian Ion Therapy and Research Centre. In 2016, she did a BA (Hons) in Illustration at the University of Hertfordshire, UK.

In 2003, she founded Nasha Moving Art and Words – a creative agency for visual communication, now with a focus on illustration, graphic design and film and video production. In 2019, she founded her second company Explideo, specialising in the production of explanatory videos and 2D animations in general.

## CONTACT: PREMIUM LEADERS MANAGEMENT



### Alexander Schungl, CEO & Founder

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by Premium Leaders Club  
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## SPECIAL TOPICS

### 11th hour coaching (on request incl. ghost-writing)

Individual, targeted preparation for interviews, lectures, speeches or press conferences

### Grab more attention with illustrations

Illustration has been experiencing a true renaissance for years. No wonder as drawings are perceived as more authentic and „honest“ than real pictures. Furthermore, the motto „I draw the world as I like it“ applies. The possibilities are almost unlimited – and the advertising potential enormous.

### The illustrated children's book as an advertising tool

Children are the target group of tomorrow. With illustrated children's books, not only can complex contents be presented in a simple way, but the values and services of a company can also be packaged in a child-friendly way.

## REFERENCES

2005 – Austrian Journalist Award for reporting on the subject of osteoporosis

### Seminar and coaching references since 2009

BMUKK, BMLV, ÖBB, FH St. Pölten, Accent Gründerservice, RIZ Up, Energy and Environment Agency of Lower Austria, ÖVP, ÖVP NÖ, town of WN, town of Korneuburg, Vamed, MedAustron, Theresian Military Academy, Social Democratic Business Association (SWV), WKO and many more.

### Moderation references since 2000

BMUKK, BMLV, ÖVP NÖ, Land NÖ, Energy and Environment Agency of Lower Austria, City of Wiener Neustadt, Hotel Sans Souci Vienna, RIZ Up, Accent, EcoPlus, Sorelle Ramonda, State Clinic Wiener Neustadt, Lerntafel Wien, primeCROWD, Österreich Gewerbeverband, Fehringer Management, Wiener Alpen, Servus Magazin, Akademie 2.1. and many more.

### Language references since 1996:

Nivea, Lysoform, Variobau, Silva, VW Beetle, Wien Zucker, Für Sie, Saturn, Dorotheum, Wiener Volkshochschulen, Ildefonso, VW Beetle, Delka, ARBÖ, First, Goldener Hahn, WIFI, ÖAMTC, Nobel Biocare, and many more.

## MEDIEN

