New Book Reveals the Secrets to Brilliant Public Speaking and Media Communication

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Award winning business publisher LID Publishing announces the launch of *How to Be Utterly Brilliant at Public Speaking, Presenting and Talking to the Media,* a first-of-its-kind practical guide to presentation and public speaking skills.

It's the debut book by Benjamin Thiele-Long, a barrister and communications consultant with over two decades of experience as a trusted advisor to business leaders of some of the world's largest companies.

Thiele-Long brings his unique experience to life, cutting straight to the point with practical and immediately applicable advice and examples on how to be an excellent communicator in keynotes, panels, pitches, and to the press.

"Those who can express their ideas with persuasion, conviction, and clarity stand out as compelling leaders and visionaries within their organizations and industries" - **said Benjamin Thiele-Long** - "This book distils over 20 years' experience to demonstrate that far from an innate talent, being brilliant at presenting, pitching, and speaking to the media are all learnable skills based on tried and tested principles that everyone can apply."

With a career spanning time as a courtroom advocate, PR agency leader, and Chief Communications Officer, Benjamin Thiele-Long is a respected industry expert known for his uniquely no-nonsense, practical, and relatable approach to presentation and media training that instils the confidence to turn anyone into a compelling and persuasive speaker.

Advance praise for *How to Be Utterly Brilliant at Public Speaking, Presenting and Talking to the Media.*

Miguel Patricio, Board Chair and former CEO of Kraft Heinz: "An essential resource for every business leader, full of the indispensable advice and practical skills necessary to become an exceptional and influential communicator."

Kathy Krenger, Award-winning international Chief Communications Officer and Brand Builder: "An outstanding book unlike any other, packed with clear and compelling advice and examples that get straight to the point, are easy to apply, and delivered in a personable and digestible way."

R. Michael Mohan, Board Chair and former President and COO of Best Buy: "Addressing the right audience with the right message, at the right time, is critical for any business leader, and more important than ever. This book reinforces that with great examples and validates the importance of enabling a great communications team."

Barney Thompson, Editor and writer at the United Nations, former journalist and editor at The Financial Times: "Smart, snappy, insightful, informed by a wealth of personal experience (triumphs and disasters), unflinchingly honest, wise, practical – a superb guide to communicating with a wide range of audiences, from colleagues to the media to the general public. Indispensable both for those facing the cameras and for those preparing them."

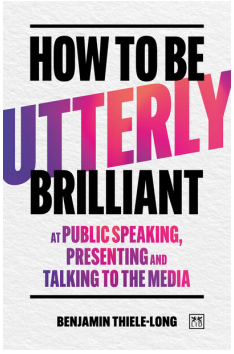
Apart from C-suite leaders and anyone who wants to turbocharge their career by improving their communication skills, *How to be Utterly Brilliant at Public Speaking, Presenting and Talking to the Media* is also aimed at communications advisors, who can use it as a resource when briefing their clients on any public appearances.

It's not about theoretical jargon; it's about real-world techniques, exercises and examples that empower you to craft compelling content, deliver impactful presentations, and navigate pitches and panels, all with a unique blend of communications expertise and a healthy dose of humour.

The book's concise, snappy sections make it easy to quickly find the needed advice need, while real-world examples and exercises bring the principles to life. The book equips the reader with the fundamental building blocks and practical tools to become an utterly brilliant communicator.

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Notes to editors:

- *How to be Utterly Brilliant at Public Speaking, Presenting and Talking to the Media* is published on 30th October 2025 by LID Publishing, available as paperback and e-book
- For all media requests, please contact Teya Ucherdzhieva (E: teya.ucherdzhieva@lidbusinessmedia.com; M: +44 (0) 7928 666 131)
- For access to a media kit with pictures of the book cover and the author, please visit here
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