



## PENNY HASLAM

EVENT HOST &  
MODERATOR

### Audience Reaction



*"Penny did an absolutely fantastic job as host and panel chair at our launch event and the feedback has universally reflected that.*

Kerim Derhalli - Founder & CEO, Invstr



*She was an absolute knock out, funny, with real cut-through.*

Michael Taylor - Guardian Live DISCUSS



*The feedback we received from our clients was fantastic. I would highly recommend Penny and look forward to working with her again.*

Helen Kaye - Deloitte

Former BBC business presenter Penny Haslam deploys her journalistic rigour and sense of humour to great effect, energising the audience and your speakers or panellists.

She hits key messages, engages with the audience and keeps things running tightly to time. The events Penny hosts are slick, professional and memorable.

### About Penny

Penny Haslam has enjoyed a successful career in broadcasting spanning twenty years. She worked as a senior business journalist on BBC Radio 4 business and personal finance shows, and from there was invited to present the flagship investigative news programme Panorama in 2010 and 2011. Penny then became a regular on live BBC television and radio as a business news presenter, on BBC Breakfast, the News Channel and Radio 5 Live.

She is a seasoned professional Event Host and Moderator, having been at the helm of a wide variety of business and leadership events since 2011.

Penny is a TEDx speaker on the Power of Visibility and was awarded Speaker of the Year 2016 by her professional body, the PSA. In 2017 she was listed as a 'Northern Power Woman' and in 2018 was named a Top Ten Social Media Influencer by the global firm Condeco.

### You can also book Penny for:

- Lunch and learns
- Off-site away days
- Board insight sessions



### Book Penny for your event

M: 07808 477423  
W: [www.pennyhaslam.co.uk](http://www.pennyhaslam.co.uk)  
E: [penny@pennyhaslam.co.uk](mailto:penny@pennyhaslam.co.uk)





## PENNY HASLAM

### EVENT HOST & MODERATOR



*Our client, American Express, was blown away by Penny who played an integral part in steering the discussion to cover the key topics, bringing to light the audience concerns and the solutions to consider.*

*It's a breath of fresh air to work with a professional like Penny, who can take on the brief and run with it with little guidance required.*

Wai-Lam Wong - Momentum Worldwide

### Penny adds value to your event by:

- Advising on your running order and timings.
- Consulting on your event concept and curating the speaker line-up.
- Inputting on script and speaker introductions.
- Liaising with your speakers, creating rapport.
- Coaching in-house speakers, pre-event.
- Promoting your event via social media.
- Being available for PR/media interviews.
- Turning up nice and early on the day.
- Dealing with problems calmly and with a smile!

### Watch Penny in action:



Book Penny for  
your event

M: 07808 477423  
W: [www.pennyhaslam.co.uk](http://www.pennyhaslam.co.uk)  
E: [penny@pennyhaslam.co.uk](mailto:penny@pennyhaslam.co.uk)

