

Think of the Result You're Looking for

Expert Facilitator
Roy Sheppard
Will Help You

For High-Stakes Advisory
Board and Smaller 'C' Suite
Strategy Workgroups



Small Group, High-Stakes Facilitation for HP Non-Stop

“I have met, and experienced, Roy on numerous occasions over the years. On one recent occasion, he has moderated [facilitated] our HP Europe, Middle East and Africa (EMEA) NonStop Customer Council, a gathering of C-level executives of our most important HP NonStop EMEA customers, where Roy was the facilitator for this 2-day meeting. This is not a marketing meeting!

This meeting serves as an important evaluation of the business relationship HP NonStop has with these customers; positive as well as negative, and always highly sensitive, information gets discussed in this, at times, highly charged meeting. Roy’s role as facilitator for this meeting requires him to be sensitive to the issues being presented, add himself in where the meeting is heading into a “dead-end”, and equally important, he knows when to just be quiet and let things flow! One of his welcome trademarks is his knack for asking the difficult questions, which, for whatever reason, are not being asked (either of the customer or of HP NonStop).

His keen sense of timing, his ability to think on his feet, add humor when appropriate or required, all have made Roy a welcome repeat host for not just our HP NonStop customer council, but other events as well! Roy understands, that the facilitator role is not a “show-case” for him, but a role to make the meeting the best it can be. His personality and professionalism put the organizers at ease, and creates excitement in, and for, the audience, wondering what he will do or say next! I encourage you to experience him yourself in one of your next events. You and your event will be better for it!”

Mike Hurst, Director, Global Field Marketing, HP Non-Stop

Small Group, Strategy Facilitation for Zimmer Biomet

The medical devices companies Zimmer and Biomet merged in 2015 to create a global company with annual revenues of \$7.6 billion. Both companies invest heavily in training surgeons on using the orthopaedic implants and devices they manufacture. The most senior executives at their European educational institute (ZBI) came together for a two day meeting in Copenhagen to clarify their five year education strategy for the two merged companies.

Roy was engaged to facilitate this complex meeting.

“It was very important for us to get guidance to formulate the right vision for the Zimmer Biomet Institute and have a look into the future of our institution. During the workshop Roy challenged us with his outside view to find the right priorities.

His competence in questioning and his communication skills made it happen that the whole team felt more as a team after the 2 days in Copenhagen and worked closely together to penetrate the result from the workshop into the whole ZBI organisation.”

Michael Heier, Director, Zimmer Biomet, Germany.

HS2 Public Meeting

The proposed high-speed rail link (HS2) between London and Birmingham is hugely controversial especially for residents along its route which passes through areas of outstanding natural beauty. A public meeting packed the theatre in Aylesbury. Roy facilitated this highly-charged meeting.

“Roy Sheppard really stepped up to the plate when we commissioned him to control and unravel the myths from the facts at a debate over the high-speed rail link HS2. Achieving a lively and open discussion from representatives from local authorities, business groups and the government was not at all easy but with his typical style of recognising the key points and translating into layman language, for the audience meant that everybody had their say and was in fact heard and generated a great deal of energy and insight!

Due to Roy's broad experience he was noticeably able to fluctuate from technical, infrastructure, economic agenda items with ease. Unravelling data, grade 1-listed contentions, noise pollution, the complexity went on.

When I asked him to lead the session I knew he was the person for the job. Working with Roy for over 10 years, again and again, he has always been a reliable addition to my conferences.”

Christina Briggs, CEO New World Insight.

Formerly Head of Government Affairs, Thames Valley Chamber of Commerce.

Random client comments

(taken from written testimonials)

Fantastic job, it was so good to work with an assertive, hands-on, friendly team member, your outstanding contribution, focused and entertaining stewardship, great appreciation for your contribution, a huge thank you, 'a real find'(!), in safe hands, enjoyed working with you, and learning from you, particularly impressed with the 'homework' that you had obviously done, greatly appreciated by our senior managers, you brought a new focus, much more dynamic, As always, your contribution made an enormous difference, lively personality, energetic humour and charismatic styling, perfect balance, brought out the best in people, well-versed in business matters, particularly quick to pick up new ideas, You have been a major player in exceeding our client's expectations, totally professional, high level of flexibility, professionalism and humour, an excellent job.

His professionalism and sense of humour contributed significantly to the success of the meeting, without you it would have been near to impossible to accomplish what we did in the time that was available to us, understanding of people and flexibility - the end result outstanding. Many many thanks for a superb job, feedback has been extraordinarily positive, amazed at his ability, I can unreservedly recommend Roy Sheppard for any event (large or small), thank you for the thought and energy, an immense amount of preparation, I can't quite thank you enough for what you did on our behalf.

I was very impressed by your commitment, our confidence in you, was well rewarded, well-informed, credible and extremely professional, you managed to strike the right balance between Facilitator and Honest Joe, Everyone was impressed how much you had grasped about the DNA of our company, I'm still bathing in the glory, The overall feedback was phenomenal on all counts, Thank God we chose you!

Roy's biography

Roy Sheppard is a specialist conference facilitator/moderator, an experienced speaker and the author of eight books. Roy works on high-profile conferences for some of the world's largest and most respected organisations. He has been asked back time and again to moderate 'private' conferences for the Olympic movement held in Lausanne, Beijing and Rio de Janeiro. He has moderated conferences for the world's largest trade association - the ICSC (International Council of Shopping Centers) in Rome, Dubai, Cape Town, Istanbul, New York and their flagship event RECON in Las Vegas (attended by 53,000 delegates).

He is also the acknowledged European expert on building profitable business relationships through networking and referrals and has spoken at conferences all over the world. He has worked as a visiting lecturer at Cranfield University and Henley School of Management on their full-time MBA courses.

For many years he was a radio and television broadcaster, mainly with the BBC. But also at ITV in Cardiff and LBC Radio in London. Working both regionally and nationally for the BBC, he presented music and interview-based programmes, including the Sony Award winning "In the News" on BBC Radio 4.

From 1985-91, he was an anchorman of the early evening news for the BBC in London where he consistently proved his ability to perform under pressure.

In 1994 he trained as a hypnotherapist, although he decided not to go into practice. He is the author of numerous relationship books and 'lifeguides' for teenagers (see right).



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UK public sector: Brent Council, Hertfordshire Police, Tower Hamlets Council, Worcester City Council

Corporate : Abbott Vascular, Barclays, BAT, BT, Canon (UK), Cargill, GSK, HSBC, Friends Provident, HP, Novartis, Symantec, Zimmer Biomet.

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