

## Meet your coach, Atsuko Kohata

Atsuko Kohata has nearly 30 years of experience as a TV presenter and radio personality. Fluent in both Japanese and English, she hosted many entertainment and English educational programs in Japan. As the original film section host on the highly popular King's Brunch (TBS) TV show, she pioneered the Hollywood star interviews and elicited extraordinary performances from her guests. Some of the highlights were a comedy skit performance with the late Robin Williams, hip-hop with Will Smith and arm wrestling with Tom Cruise.



After 15 years in the entertainment industry, she moved to Los Angeles to report on the US film scene to Japan. She covered the Oscars and the Grammys, as well as behind-the-scenes of the entertainment industry.

While in the US, she was often approached by Japanese executives to coach them on public speaking. Most of her clients wanted to add more flair or personality to their speech. One senior Japanese executive ended up adding a Bruce Lee movement in his speech to appeal to his young US employees. Another client successfully hosted a major US-Japan event in Los Angeles, with late Prime Minister Shinzo Abe as the main guest.

After returning to Japan, she helped create a public speaking course for Tohoku University's Tohoku Forum for Creativity (TFC). The course was designed for young scientists and researchers to compete in the 2021 Falling Walls Lab Sendai, a global public speaking contest for scientists. After the course, Atsuko's students won all top 4 prizes of 2021 Falling Walls Sendai. One student went to Berlin to compete in the finals.

In 2022, she helped create the Kigaru ni Austausch public speaking course for the DAAD Tokyo. This course helps students find their own voice and express their views in a compelling way that is different from a dry academic dissertation. At the end of the course, many students were surprised when their audiences were clearly moved by their speech.

If you want to learn to speak in a way that will captivate your audience, this course is a must. It will be one of the best investments you can make for your future.

We hope to see you in the Kigaru ni Austausch Presentation Coaching 2024!