



# Communication, Presentation and Training Expert

Interim and Freelance

**danibu**   
*Making your communication dance*

Company brochure 2023/24

# About

Dani and danibu

Let's put  
the rhythm  
into your  
communication  
and  
presentation!

**International** communication, presentation and marketing experience with some of the world's leading brands

**Strong** linguistic and intercultural skills, creating resonant editorial content through online and offline worlds

**Agile** and refreshingly personable style when managing communication plans and creative concepts



dani@danibu.com



+31 6 22 77 27 99



“

*It takes two to tango,  
as clichéd as it may  
sound.*

*danibu connects  
people and gets  
everybody in step  
with one another.*

*This is what makes  
strategy work and  
good things happen.”*

General Manager,  
TALENTECO

Dani Buijtenhek, made in Germany and globally active, is a seasoned communication and presentation professional, with over 20 years corporate communication, presentation and marketing experience with some of the world's leading brands. A GER/NL dual national who is fully comfortable working in different languages, Dani is one of the most prolific practitioners out there today.

Equipped with an Executive Master in Communication Management from the University of Lugano, Switzerland, Dani marries pragmatism with intercultural sensitivity and German *Gründlichkeit*. A twenty-year veteran who has worked with multinationals across the globe, like Adidas, Roche, DSM, Danone, Teva, DOMO Chemicals, ING, MSD, ABN AMRO or FedEx, Dani brings a real inspirational edge and a deep professional passion to the field.

Being a passionate Tango dancer, Dani transforms the art of communicating and presenting into a magical result: Her full-service agency, danibu, provides expert communication consulting and management, tools conception and execution, presentation design, event hosting, speaking services and training.

Working with a best-in-class network of flexible sub-contractors, danibu creates simple solutions for a complex world, empowering companies and individuals to communicate more effectively and productively.

Making your communication dance is more than a company slogan: It's a philosophy of excellence and the commitment to move together in the right direction.

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# Creative and Gründlich

## Style is a differentiator

danibu communication and presentation products stand out from the clutter with creative ideas and eye-catching designs and are produced in a refreshingly hands-on way.

## Gründlich is an attitude

danibu communication and presentation products reflect German heritage for impeccable quality, consistency and fastidiousness.

*Made in Germany. Perfected globally*



saucony

adidas

Roche

DSM

DANONE  
NUTRICIA  
Early Life Nutrition

teva



“

*danibu brings the necessary skill sets for all kinds of communication, marketing and creative requirements. As a client, you benefit from a fully professional approach - on all levels.*

*Managing Director,  
FedEx Express*

”

For over two decades, Dani has blended creativity with disciplined execution. This accumulates into over 25 years proven in-house communication experience across industries and geographies.

Her activities include elements of **change** and **cross-cultural engagement, communication support for senior leaders, editorial strategy, story generation, content curation** and **creative conception** through offline and online worlds.

In 2015, Dani transitioned into the consulting field and started running her own company: **danibu**. Through danibu, she marries her corporate experience, presentation confidence and consulting excellence by playing her specialist role flexibly and successfully in every client assignment. Taking charge all the way from conception to completion - within defined deadlines and budgets and connecting the right people -, danibu gets all stakeholders on board through relevant, meaningful and immersive tools, experiences and trainings.

danibu bridges the artistic flair of Tango with methodical rigor and delivers tangible business benefits. This creates a unique communication footprint for a variety of international clients and brings cadence to the process as well. The impact of danibu's involvement will still be tangible afterwards.

Happily, danibu clients, partners, ambassadors and audiences agree.



\*a small selection of already satisfied danibu clients



# Services

## Strategy and execution

### Benefit from experienced outside help

danibu is your involved business partner to build the communication plan or marketing campaign, and work out the tools, presentations, events or trainings that will infuse it with life.

Blending creativity with disciplined execution, and working with international partners, danibu gets everybody in step with one another – making strategy work and good things happen.

If you have something worth saying, danibu makes it worth hearing - playing any of these specialist roles flexibly and successfully:


### Consultant (Freelance and Interim)

- Develop communication plans, presentations or all-round creative concepts
- Devise communication audits, including stakeholder interviews

### Project Manager

- Manage communication or marketing projects end-to-end; from conception to completion
- Pump up the tempo, mobilize and round off projects effectively and hands-on





***“ danibu equals ‘can do’ mentality – no mountain is too high!  
It’s comforting to have such trusted partner who takes responsibility  
for all aspects of the work and delivers impeccable solutions. ”***

*Senior Vice President,  
Hill & Knowlton Strategies*

#### **Interim Communication Chief**

- Strengthen organizations or teams temporarily for a required scope and duration

#### **Leadership Advisor**

- Support line managers in transformation, post-merger and integration journeys
- Amplify leaders and their agendas through formal and informal channels, using actionable metrics
- Facilitate team events with mind-stimulating tango workshops by professional teachers

#### **Copywriter | Editor**

- Write meaningful texts from scratch - across language boundaries, if needed
- Edit existing copy into compelling stories or proof read texts from/into English, Dutch, German, Spanish and French

#### **Developer | Illustrator**

- Create engaging content: toolkits, brochures, magazines, newsletters and websites
- Produce pitch-perfect presentations, animations, infographics and inspiring videos

#### **Host | Public speaker**

- Host and moderate global conferences, international meetings, informal luncheons or ceremonies
- Galvanize public or corporate events with inspiring speeches and key-notes

#### **Trainer**

- Upskill individuals and teams in fundamental communication competencies
- Coach individuals and teams in presentation, media and speaking skills for on or off-camera performances

# Training

## Communicating and Presenting

- ✓ Learn (or refresh) fundamental communication techniques
- ✓ Strengthen your overall communication confidence and engage better at work and in life in general
- ✓ Prepare for a looming presentation or public speech
- ✓ Craft a personal pitch for any job or media interview

The all-round danibu communication and presentation training (in English) is the perfect opportunity to learn and practice all elements that make your communication more effective and your presentations more inspiring to any audience. Offline and online.

The training is a top-rated must-attend for (novice or seasoned) managers, leaders, team members or entrepreneurs tasked with informing, motivating, bringing about change, presenting or in need of picture-perfect narratives that own the room.

Experience what makes your communication and presentations successful and practice some newfound or re-discovered skills in a small-scale, highly interactive and international setup.

Equip yourself with verbal and non-verbal techniques for a good first impression. This training is a smart investment in making it a great one out there, for all to see!



*“ The training went like  
a breeze: Practical, fun  
and more importantly  
– an effective  
framework of 7 proven  
steps I can use in my  
daily work to  
communicate and  
present better ”*

*Project Leader,  
Akzo Nobel*

**Public trainings 2023: 2024:**

17 Feb 2023	16 Feb 2024
31 Mar 2023	05 April 2024
12 May 2023	24 May 2024
23 June 2023	05 July 2024
08 Sept 2023	06 Sep 2024
24 Nov 2023	22 Nov 2024

**\* DISCOUNTS & TAILORED TRAINING**

- **Public** training: 1 day for just **€695 p. p.**  
Discounts for registrations of **3 or more\***
- **Corporate** training: **Fully tailored in-company sessions** available, dedicated to your team and needs, online or at your preferred location, time and duration\*
- Training Location: Haarlem, NL or online. Full-day course (09:30 am – 17:30 pm)

Contact danibu for details or click [HERE](#)

 **dani@danibu.com**

 **+31 6 22 77 27 99**

**€695,-  
p. p.\***

The **danibu 7-step method** for personal and professional growth:

- 1 Strategic Communication thinking
- 2 Stakeholder engagement and audience interaction
- 3 Media, messaging and storytelling techniques
- 4 Presentation creation and slide design
- 5 On-stage and virtual presence (posture, voice, dress)
- 6 Rehearsal routines
- 7 Communicating and presenting across cultures




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## Dani Buijtenhek

*Owner, Communication consultant and trainer*

+31 6 22 77 27 99  
dani@danibu.com

 [www.danibu.com](http://www.danibu.com)


 [linkedin.com/in/danibuijtenhek](https://www.linkedin.com/in/danibuijtenhek)

 @DaniBuijtenhek

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**danibu**

a proud member of:

 International Association  
of Business Communicators

 EACD  
EUROPEAN ASSOCIATION  
OF COMMUNICATION DIRECTORS

 ZZPO  
ZAKKENDIENST  
ZAKKENDIENST

Mitglied  
der  **DNHK**

Photos: Emil de Jong  
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