



Lionel Yeo, CEO of Singapore Sports Hub, taking part in an interview in a kayak with Mothership

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Lionel Yeo fields an interview in sporting and sporty fashion

Singapore Sports Hub CEO Lionel Yeo shows his sporty side, as well as his sporting nature, in this on-the-water interview with Mothership, which is why we have nominated him for the **Hong Bao Media Savvy Awards 2021**.

Responding to tongue-in-cheek questions, Yeo plays a sporty interviewee by first paddling in a kayak with the interviewer, and then gamely deflecting the interviewer's humorous questions.

Yeo barely put a paddle wrong in this interview as he uses analogies and speaks in a conversational way, which is why we are nominating him for the **Hong Bao Media Savvy Awards 2021**.

Watch and read below for my assessment.



[Watch video on YouTube here](#)

We launched the **Hong Bao Media Savvy Awards** in 2018 to recognise local business leaders for their communications skills, and to showcase authentic and credible home-grown communicators.

Supported by the Asia Pacific Association of Communications Directors and joining us this year – the Investor Relations Professionals Association Singapore and the Public Relations and Communications Association - we highlight shining examples for other local business leaders to follow, and to build a culture of excellence in communication, to maximise the potential of Asian companies in the Asian Century.

Nominations close October 31, 2021 at www.mediasavvy.asia

Flagging:

Yeo made sure to bring out one of his core messages during the interview. He didn't flag his points beforehand, but he gestured with his fingers.

Can you find the three points that he flagged in the video?

Analogy:

Keeping to the aquatic theme, Yeo talks about success and the importance of setting targets. He uses an analogy about paddling towards a target or end goal instead of not paddling anywhere, which would leave anyone adrift on the water. Nice one!

A willingness to do something different

Finally, Yeo does something in this interview you would not catch many CEOs doing: fielding questions in a kayak. Although we think this unusual turn is definitely on-brand for the CEO of Singapore's biggest sports stadium.

He is also game enough to engage in being a foil to the interviewer's comedic turn by deflecting his questions about getting a senior job at the company.

If you know Lionel Yeo, share this article with him and congratulate him on being nominated for the **Hong Bao Media Savvy Awards 2021**.

Hong Bao Media provides media solutions for corporate and government clients in the Asia Pacific and Middle East.

Our three core businesses are:

1. Media skills and executive presence training and coaching for senior business leaders
2. Live webcast production from our green screen studios, or on-location
3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

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