



## About Frederico Beja

Frederico Beja is a corporate trainer, facilitator, and role-play actor specializing in communication, leadership, and applied improvisation. With a background grounded in theatre and performance, he uses **Keith Johnstone-based improv techniques** and scenario-based role-play to help professionals build emotional intelligence, confidence, and presence. His workshops focus on real human connection—listening, responding, storytelling, and navigating high-pressure interpersonal dynamics.

Alongside his training practice, Frederico is also a filmmaker and the founder of **Concept View Media**, a production company based in Dubai, where he has directed branded films and commercials for major regional clients including Mashreq Bank, Toyota, IKEA, Hub71 and Dubai World Trade Centre Free Zone. His film background supports his coaching work in presentation skills, narrative clarity, and on-camera communication.

Frederico holds a **Master's degree** and has spent more than **15 years teaching Filmmaking at university level**, designing curricula that merge theory, artistic practice, and practical creative development. Across corporate environments, classrooms, and rehearsal spaces, he is committed to fostering learning that is experiential, collaborative, and grounded in authentic human expression.

### Examples of your work:

- Team Building Corporate Training for Publicis Middle East (2-day workshop, Beirut, Lebanon)
- Storytelling for Louis Vuitton (full-day workshop, Dubai, UAE)
- Story on Stage for Lufthansa (full-day workshop, Dubai, UAE)
- Storytelling with Impact and Communicating with Presence for Diriyah Company (multiple dates, Riyadh, KSA)

### What clients say about you

“The workshop was very helpful and fun! It made me think a lot about how to deal with certain situations, not only related to work, but personal life as well! 10/10 would recommend! Special Thanks to Fred!”  
Areeba Ghayas, Lufthansa