

## Interview Topic:

### **International Blunders and Bloopers: Traveling Executive Shares Hilarious Mistakes Made While Living and Working in Dozens of Countries**

*Prepare to Laugh as Brenda Bence Reveals Some of her Biggest International Mistakes...  
And What She Learned From Them*

#### Possible Interview Questions:

- 1) So, what makes you an expert in overseas travel? How many countries have you lived in, worked in, and traveled to?
- 2) I imagine living overseas has given you an opportunity to see some pretty interesting things... and make some pretty embarrassing mistakes! What types of mistakes have you made most often?
- 3) Got it -- so you say most mistakes you've made have fallen into three categories: language mess ups, cultural misunderstandings, and food “Fear Factor” style! Let's start with language... can you share a couple of examples of mistakes you've made while learning and using foreign languages?
- 4) Ouch! How embarrassing... What about some cultural misunderstandings you've experienced?
- 5) Living overseas and traveling as much as you do, you must have to eat a lot of foreign foods. Tell us about some of the wildest things you've eaten. Any embarrassing mistakes you made around that?
- 6) Despite all of your foibles, you still live outside of your native country -- the United States -- so you must enjoy living overseas. What are some of the biggest lessons all of your years of international blunders and bloopers have taught you?

*Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™ Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solo-preneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.*



*With an MBA from Harvard Business School, Brenda's career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit [www.BrendaBence.com](http://www.BrendaBence.com).*

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## BRENDA BENCE

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