

KIRRYN ZERNA

Building Brands and Reputation

Kirryn Zerna is a **CAPTIVATING** and **CREATIVE** keynote speaker whose presentations immediately translate into **ACTION**. Widely recognised as an expert in brand communication strategy, Kirryn's passion is to help individuals and teams to stand out in the age of online influence.

She captured the audience's imagination and inspired them to think about what's next for them in business.

Bayside BEC CEO

Having spent over 15 years working with corporate and public sector clients large and small, Kirryn's passion is to help clients get the attention they deserve and the cut-through they desire.

Kirryn holds a Bachelor of Management, a Masters of Management and is a Graduate of the Australian Institute of Company Directors. In 2017 she was awarded the Kerrie Nairn Scholarship by Professional Speakers Australia and is a contributor to Smart Company, Internet Retailing and Westpac's Ruby Connection.

Book Kirryn as a keynote speaker for your next conference or a more focused session with your leadership team or board.

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THE INFLUENCER EFFECT

How to EQUIP and MOBILISE individuals in your organisation to build a digital brand that can't be ignored.

In the age of online influence, brands can be built or destroyed by the smallest voices in simple ways and insignificant moments. This presentation will show you how to leverage the dormant power of everyone in your organisation or team to build a brand reputation that gets cut-through for all the right reasons.

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Kirryn inspired me to consider how I should stand out to make a difference in the community.

CEO, Westpac
Bicentennial
Foundation

KEYNOTE TOPIC

SESSION OVERVIEW

The audience will leave this compelling, practical keynote with:

- + Simple and immediately actionable tools for mobilising individuals to become online influencers.
- + A clear understanding of the 5 common mistakes that organisations make in building a digital brand, and how you may be sabotaging your online reputation without knowing it.
- + The latest research-based tools and techniques for standing out and getting the attention you deserve.

The Influencer Effect is an ideal stand-alone conference keynote or an extended half-day or full-day program.

WATCH TOPIC VIDEO



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Kirryn was fun, engaging and insightful. She made rocket science seem like the alphabet.
Sales Consultant

HOW TO STAND OUT WITHOUT SELLING OUT

Why creating a **REMARKABLE BRAND** is easier than you think.

We've embarked on a new age of online influence where ordinary people can forge the path of the celebrity, and reaching a large audience is more possible than ever. So how do you seize the opportunity to amplify your brand and reputation? How do you stand out in this complex and crowded space without selling out on what makes you unique?

KEYNOTE TOPIC

SESSION OVERVIEW

- In this practical and research-rich session, audiences will:
- + Gain insights and inspiration from global and local brands that have managed to achieve reputational cut-through at little or no cost.
 - + The 6 elements of any remarkable brand message in the digital arena
 - + The 3 reasons most individuals and organizations waste their energy in social media and how to avoid repeating the same mistake.
 - + A practical implementation blueprint for radically boosting your online visibility in as little as 30 days.

This is an ideal stand-alone conference keynote or an extended half-day or full-day program.

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