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KIRRYN ZERNA

"Kirryn Zerna is one of the most insightful speakers that I have seen in recent years."
Westpac Davidson Institute



KEYNOTE SPEAKER | MASTERCLASS PRESENTER | SPECIALIST ADVISER



Let me introduce myself

I'm Kirryn Zerna and I'm an authority on how to create remarkable stand-out brands in this age of online influence.

So that means I work with:

- Entrepreneurs and businesses who want to create a brand that stands out, without selling out.
- Large organisations on their Influencer Effect. Equipping and mobilising leaders to create a digital brand from within that can't be ignored.

And always always always focusing on the real power of social media - uncovering what's unique, and what's different about each individual brand and telling that story.

My goal is ALWAYS to:

- Captivate and inspire an audience
- Translate passion into action
- Draw on local and global relevant examples.

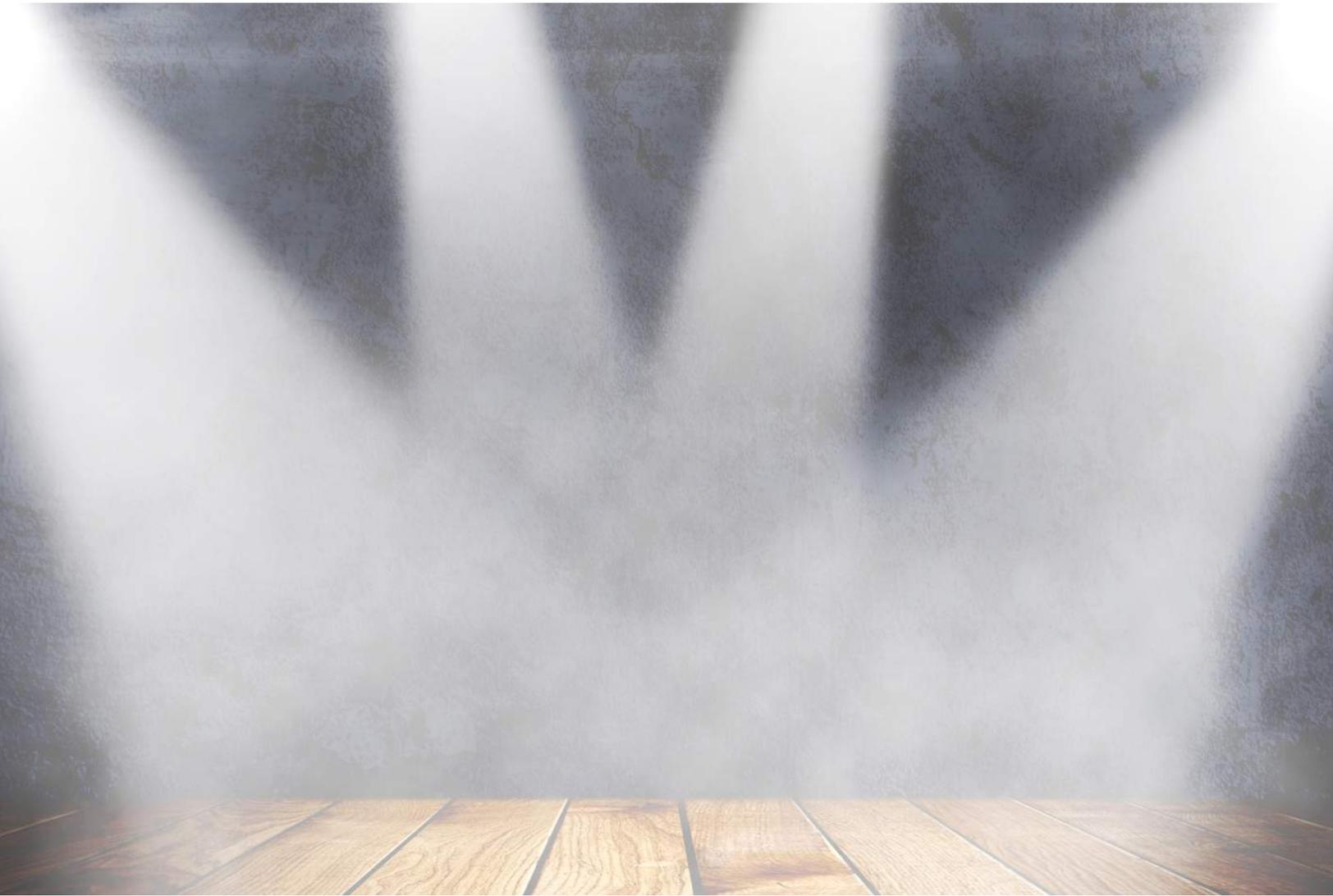
I have been widely recognised as an expert in brand communication strategy, digital marketing trends and organisational change.

What's unique about me is that I understand the nuance of business from a large corporation to a small business and can translate the challenges and opportunities of the power of social media in each context.

I draw on deep experience of working within corporate and public sector environments, and I also have had the privilege of working with hundreds of entrepreneurs around Australia through state and federal funded programs.

I also hold a Bachelor of Management, a Masters of Management and I am a Graduate of the Australian Institute of Company Directors.

In 2017 I had the great delight of being awarded the Kerrie Nairn Scholarship by Professional Speakers Australia.



How to stand out, without selling out

Standing Out is not a new concept.

The quest to stand out to attract attention, to meaningfully connect with clients and even grow a business and position it as an expert in an industry and beyond, is not a modern day problem, but an age old pursuit. It's simply the context that has changed.

We're globally connected

Today, there are over 3 billion active internet users globally (which is 40% of the global population), with 2.1 billion active social media accounts. So not only is it global, it's personal.

Businesses can now reach a large number of people, in a really personal way.

We're better resourced than ever

The age of online influence has given businesses the incredible access to learn about their target market and to speak to them in a conversational and tailored way.

They're able to test out what products or services their community engages with before they invest in big campaigns, create meaningful connections and create a tribe of loyal engaged advocates.

We're equally empowered

The rapid penetration of the mobile phone has not only connected us globally, it has become the great enabler.

Whether a person is in the biggest city or the smallest country town or remote village, now everyone has access and ignition for ideas, business or education.

This new operating environment has changed the game. Micro businesses that don't have access to common infrastructure, can now operate on a global scale. This empowerment has extended to the entrepreneur and tooled them up for global growth and possibility.

This changing dynamic, simultaneous with a societal distrust in politics and large corporates, especially with banks has rewritten the economy of trust. No longer does the broker who wields the finite resources and the power, demand the trust. Now the resources and abilities have spread to all players, who now also have a voice, thanks to social.

What remains? People follow people. The shift has occurred from big brand power to the influence of the individual.

How do you stand out without selling out?

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?

And how do you navigate the dark side of social?

Today, almost all of your leaders possess a social presence. Without direction, at best they're helping your overall brand reputation. And at worst? They're hurting it. In the age of online influence, brands can be built or destroyed by the smallest voices in simple ways and insignificant moments.

The business who Stands Out without Selling Out knows how to:

- Equip and mobilise their leaders
- Extend a seamless customised experience across all human and digital interactions.
- Communicate a unique, authentic and approachable strategy to meaningfully connect with all stakeholders.

**Want to uncover how your organisation can do this too?
Book Kirryn Zerna as a Speaker for your next event.**

How Kirryn can help...

- Keynote speaker and Conference Speaker (see 2 suggested topics over page)
- Masterclass Presenter
- Conference MC and Chair
- Facilitation for Leadership teams and Board
- Expertise in digital marketing and business integration
- Power of social media and Digital Trends / Online Influence
- Content Marketing, social media marketing, digital events, etc.
- Employee engagement and cultural change programs
- Expertise in Corporate Social Responsibility, Diversity, Indigenous Relations, Workforce and Organisational Behaviour
- Experience with Finance Services and large corporates, Federal, local and state govt experience, small business and entrepreneurs from all industries



What else about Kirryn?

- She is a Non-executive Board Member for an Not for Profit Aged Care organisation
 - Kirryn was honoured to be awarded The 2017 Kerrie Nairn Scholarship by Professional Speakers Australia to assist the development of an emerging speaker to become an outstanding professional leader.
 - She spent over 15 years of my career working for a bank (but don't hold that against her)
 - She loves working with and for small businesses as part of what she does. She recently consulted for the NSW Small Business Commissioner with businesses affected by disruption and has worked with over 100 small businesses across NSW.
 - Her best conversations are about creating remarkable brands, building a business and how to find value and purpose in all you do whether its in life or in business
 - ... oh and she has two kids, loves to travel, and enjoy good food and wine!
- KIRRYNZERNA.COM | 8

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.

”

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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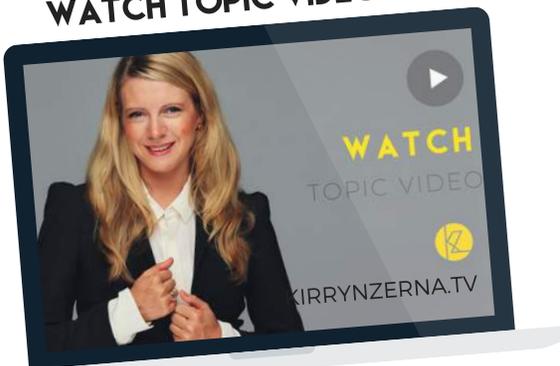
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2018

Fee Schedule

Keynote Speaking and Conferences

1 - 2 hour Keynote \$5,000*

1 - 2 hour Keynote Plus Workshop \$6,500*

MC / Facilitation of Conference \$5,000*
Includes pre and post engagement

Workshops

1/2 Day workshop or Masterclass \$5,000*
(over 20 people)

1/2 day Workshop or Masterclass \$3,000*
(under 20 people)

Strategy and Advisory Support

For certain projects I will work with an organisation for set projects over time. Price will be considered based on scope and requirements.

Plus, plus, plus...

All keynotes and workshops include writing of promotional copy, articles, blogs, social posts and any advice I can offer to your events.;

* Does not include travel and expenses.

