

KIRRYN ZERNA

ONLINE INFLUENCE EXPERT

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

Love Kirryn's presentation style and how she engages and connects with the audience.

HR Advisor BP Australia

Drawing on over 15 years experience working with corporate and public sector clients large and small, Kirryn's passion is to empower leaders and brands get the attention they deserve and the meaningful connections they desire online and off-line.

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 for the development of an emerging speaker, and currently serves on their National Board.

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





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

CEO, Westpac
Bicentennial
Foundation

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 the ordinary 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?

**FOR BUSINESS OWNERS &
ENTREPRENEURS**

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.



AMPLIFY YOUR ONLINE INFLUENCE

Get known as a person of influence
in your team, industry and beyond.

Today your LinkedIn profile can be as powerful as a business card, coffee meeting and website all rolled into one. It's often the first thing that's checked when meeting a new client, seeing a speaker at an event, or meeting a new leader. Imagine amplifying your online influence, how would that create a shift in the way you lead, sell and position ideas in your industry? And what is the cost of no social presence?

FOR LEADERS

SESSION OVERVIEW

In this practical and empowering keynote presentation, audience members will discover:

- The Context: Learn about the global and local changes and the opportunity to position yourself as an expert in your industry.
- The roadblocks: What are the practical and mental objections to online influence? Not everyone feels comfortable in confidently communicating about themselves and their brand.
- The Potential: How do you confidently navigate this new environment; whilst protecting your organisational brand?

Ideal for leaders as professional development, and for women's networks. This keynote can also be delivered as an interactive half-day program.

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Impressed with her
style, passion & the
conversation
that followed.

Yarra Trams
OH&S Manager



UNLOCK THE POWER OF YOUR PEOPLE

Empower Your Leaders
to STAND OUT in your Industry, and beyond.

Today a brand has many faces. It's no longer solely up to the company marketing team to promote and sell the company wares. With social platforms like LinkedIn, so pervasive with its 600 million users worldwide (and 10 million in Australia), there's a willing group of individuals who are already growing their online influence; ready to be mobilised as online ambassadors. And while clients and community may have lost trust or grown tired of corporate speak, your people put an authentic humanity to your brand.

**FOR BOARDS, HR, SALES &
SENIOR LEADERS**

SESSION OVERVIEW

In this practical and empowering keynote presentation, audience members will discover:

- Why LinkedIn is one of the most powerful and underutilised tool for creating meaningful connections with potential customers, peers and future talent.
- The latest research-based tools and techniques for crafting a professional brand that establishes trust and credibility.
- How to leverage the latent power of individuals within your team or organization to become authentic online brand advocates.

Ideal for leaders, HR practitioners, and communication teams, this keynote can also be delivered as an interactive half-day program.

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Kirryn helped me,
to help my business
to help my
customers.
It was beyond
expectations.

ANZ
Senior
Consultant

