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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 on a quest to help ideas, leaders and brands stand out (without selling out) in this age of online influence.

I'm a keynote speaker, a Masterclass Presenter and an author of the Stand Out Effect: a guide that will help you stand out and get noticed online for all the right reasons.

Through my keynotes and workshops I love to empower:

- 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.

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 over 2,000 small businesses and entrepreneurs through state and federal funded programs in the last year.

I 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.

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 communication strategy, social media and branding, Kirryn's passion is to help individuals and teams to stand out in the age of online influence.

Kirryn provided us with a framework to enable change in the way that we operate and present ourselves within the ever evolving social media space.

National Sales Manager, Australian Radio Network

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.

CONTACT KIRRYN ZERNA

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WATCH PROMO VIDEO





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 4 elements of any remarkable brand message in the digital arena
- A practical implementation blueprint for radically boosting your online visibility using digital storytelling that can be immediately applied.

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



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.

”

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

ANZ
Senior
Consultant



2020

Fee Schedule

Keynote Speaking and Conferences

1 - 2 hour Keynote \$5,000*

1 - 2 hour Keynote Plus Workshop \$8,000*

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

Workshops

1/2 Day workshop or Masterclass \$5,000

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...

Include a book for each conference delegate for \$15pp
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.

