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

National Manager  
Westpac  
Davidson Institute

# KIRRYN ZERNA

## EMPOWERING STAND OUT LEADERS AND BRANDS

Kirryn Zerna is a captivating and creative keynote speaker, masterclass presenter and author of The Stand Out Effect. Widely recognised as an expert in personal branding, communication, and social media trends. Kirryn's passion is to empower Stand Out leaders and brands who attract attention and amplify influence both online and off-line.

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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

Drawing on over 15 years experience of strategic communication, marketing and social media trends Kirryn works with businesses both large (Australian Radio Network, Department of Industry, Aussie Home Loans) and small (consulting agencies, small businesses and high profile individuals); including over 2,000 small businesses and entrepreneurs in the last year.

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 currently serves on their National Board..

BOOK KIRRYN AS A KEYNOTE SPEAKER FOR YOUR NEXT CONFERENCE OR A MORE FOCUSED SESSION AS A TAILORED WORKSHOP FOR YOUR TEAM.



**BOOK KIRRYN ZERNA**

# STAND OUT SOCIAL MEDIA

## REMARKABLE DIGITAL BRAND THAT STANDS OUT WITHOUT SELLING OUT

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, FRANCHISE OWNERS & ENTREPRENEURS

### SESSION OVERVIEW

Draw on the lessons from global and local brands in this fast-paced, fun and practical keynote. Where you'll be equipped with key elements to help you and your business stand out, with tools you can immediately apply.

In this practical and research-rich session, audiences will:

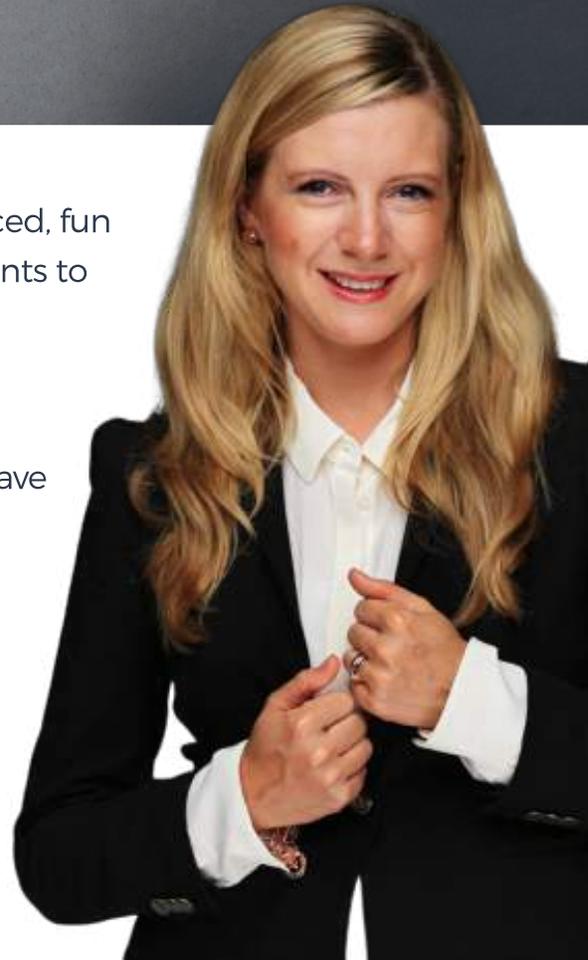
- Gain insights and inspiration from global and local brands that have managed to achieve reputational cut-through at little or no cost.
- The 5 elements of any remarkable brand message in the digital arena, and what to avoid.
- A practical implementation blueprint for radically boosting your online 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.

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Kirryn was fantastic to work with & generated a lot of discussion about how to do things differently

National  
L&D Manager  
Aussie  
Home Loans





# STAND OUT LEADERSHIP BRANDS

EMPOWERING LEADERS TO STAND OUT  
IN THEIR TEAM, INDUSTRY AND BEYOND.

When uncertainty has become certain, how do leaders stay relevant both to their clients and their teams? One thing that leaders can control is their Profile: how they are perceived both in person and online

**FOR PROFESSIONAL DEVELOPMENT &  
INSPIRATION FOR LEADERS AND SALES TEAMS**

## 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 influence? Not everyone feels comfortable in confidently communicating about themselves and their brand.
- The Potential: How do you confidently define and design your personal brand leverage available tools; whilst protecting your organisation's reputation?

This keynote can also be delivered as an interactive half-day program. Ideal for Women's Networking Sessions.

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

Yarra Trams  
OH&S Manager





Recommend Kirryn's professionalism before, during & after the event and her expertise and insights. .

Director,  
Business  
Relationship  
Retreats

# STAND OUT COMMUNICATION

## CONNECT ON PURPOSE FOR THE WORKPLACE OF THE FUTURE

The workplace of the future is increasingly mobile and virtually connected. What are the lessons from the Age of Online Influence that can transform today's workplace in readiness for tomorrow? This presentation uncovers the global best practice of online collaboration and how teamed with brand building and digital storytelling principles can make the invisible team member, visible and drive higher staff engagement and productivity.

**FOR LEADERS AND  
TEAM MEMBERS**

## SESSION OVERVIEW

In this practical and useful session the audience will learn:

- Gain insights and inspiration from global and local brands and the emerging trends for the workplace and beyond.
- The 3 elements of digital collaboration that will build community and readiness for the future.
- The 3 areas many businesses waste their energy in virtual connections and how to avoid repeating the same mistake
- A practical blueprint for how to start the shift today

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



# WORKSHOP TOPICS



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

ANZ  
Senior  
Consultant

## For Leaders & Sales Teams

- Online Influence – Leveraging LinkedIn to build a personal online profile that stands out in your industry, and beyond.
- Digital Storytelling – How to capture and craft digital stories that improve employee engagement or build a business brand.
- Stand Out Social For Events – How to capture messages and moments that create an irresistible digital brand for your event
- Personal Brand Builder – Define and design your personal brand and then the strategies to get known for expertise in industry, and beyond.

## For Business and Franchise Owners

- Online Brand – Uncover what is unique and distinctive about your brand, and learn how to express that through the language and style of your communication online.
- Digital Storytelling – In this workshop you'll learn all the different ways to bring your story to life. Creating a consistent content plan is a vital way of standing out and attracting attention through social media.
- Planning & Systems – Learn planning tools and time-saving systems to organise your social media accounts.
- 1 Day bootcamp – How to Stand out on Social Bootcamp covers branding, content, audience and systems. Perfect for the business who is starting out online.

THESE WORKSHOPS ARE BEST SUITED FOR 2-3 HOURS AND CAN BE EXTENDED INTO A FULL-DAY PROGRAM. PERFECT TO COMPLEMENT A PLENARY KEYNOTE AT A CONFERENCE AND CAN ALSO BE DELIVERED THROUGH ONLINE WORKSHOPS OR AS SELF-PACED ONLINE LEARNING FOR CONFERENCE DELEGATES.