

KIRRYN ZERNA

MAKING YOU THE STAND OUT IN YOUR INDUSTRY

Keynote Speaker (live or virtual), MC or Virtual Host, Masterclass presenter and author of The Stand Out Effect. Kirryn's inspiring and practical presentations draw on 15+ years of experience working with brands like Westpac, Australian Radio Network, Aussie Home Loans & more, and she is proud to inspire thousands of small businesses to find their Stand Out Effect because a greater profile, means greater prospects and even greater possibilities

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

An inspiring, and yet immensely practical, speaker, Kirryn is an expert in online influence, branding and strategic communications. A believer in lifelong learning, Kirryn holds a Bachelor of Commerce, a Masters of Management and is a Graduate of the Australian Institute of Company Directors. In 2017 she was awarded the Kerrie Nairn Scholarship for an emerging speaker by Professional Speakers Australia and currently serves on their National Board.

Kirryn would love to help you create The Stand Out Effect in your industry, or to create a Stand Out experience for your next live or virtual event.

BOOK KIRRYN AS A KEYNOTE SPEAKER FOR YOUR NEXT CONFERENCE, FOR MORE INDEPTH WORKSHOP, OR AS A HOST FOR NEXT EVENT.



BOOK KIRRYN ZERNA

THE STAND OUT EFFECT

STAND OUT ONLINE IN UNCERTAIN TIMES

With focus shifting online in these uncertain times, the brands that will GET KNOWN and GROW will have a sharp, consistent and compelling brand presence on digital channels. So, how do you do it? (Especially when you're short on time, not sure where to start or how to measure the success of your efforts.)

This inspiring and immensely practical session will help you find creative ideas to shift your business with the confidence and capability to use digital channels to get known and grow.

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 stand out, with tools you can immediately apply.

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

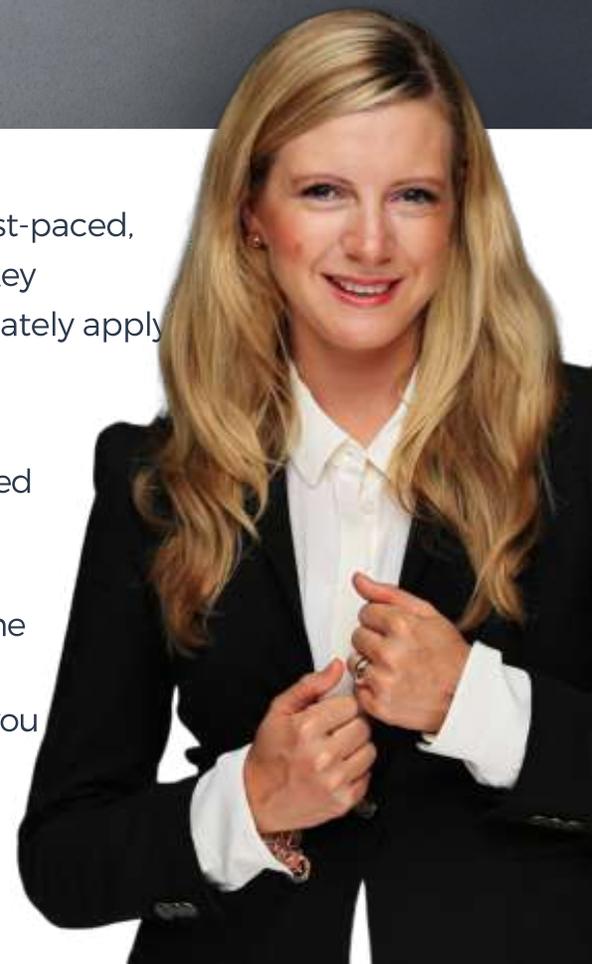
- Gain insights and inspiration from brands who have achieved reputational cut-through at little or no cost during post-pandemic times.
- The 3 elements of The Stand Out Effect to unlock your online influence
- A practical blueprint for boosting your online visibility that you can immediately apply.

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





THE STAND OUT LEADER

EMPOWERED LEADERS CREATE A MORE POWERFUL BRAND

It's no longer just the marketing department promoting your brand, your people are too. The digital first impression your leaders create, matters today more than ever. At best they're helping your organisational brand awareness and customer engagement, and at worst they're hurting your reputation, and costing your business.

The Stand Out Leader program helps leaders quickly activate a professional online brand with the capability and confidence to maintain it.

FOR SENIOR LEADERS, SALES TEAMS, HR PRACTITIONERS, AND COMMUNICATION TEAMS.

SESSION OVERVIEW

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

- The shift to people power and the leadership capabilities required to step up and stand out using digital tools, and how to overcome roadblocks of confidence and capability.
- How to define and design their personal leadership brand and then leverage tools like LinkedIn to create a powerful first impression.
- Simple and immediately actionable tools for mobilising individuals to become influencers at work and online.

This keynote can also be delivered as an interactive half-day program or ongoing consulting programs.

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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

THE STAND OUT TEAMS

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 the midst of a post-pandemic world, 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.

Kirryn draws on over 15 years experience of corporate communications and organisational change experience paired with the latest trends of digital engagement to present this interactive and highly practical session.

FOR DEPTS AND TEAMS OF CORPORATE & GOVT

SESSION OVERVIEW

In this practical and useful session the audience will learn:

- In this new age of online influence what are the new ways to connect and collaborate? (This can tailored to focus on the collaboration tool that is used in your business.)
- Learn the practical elements of digital storytelling to draw out the stories, and then learn how to tell them using their available tools
- Have a chance to capture their first story with tips and tools that can be immediately applied. (Kirryn can even advise on what equipment to buy, and in need an implementation plan about how to embed these initiatives in to your team.)

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.