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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

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 clients like Westpac, Australian Radio Network, Aussie Home Loans & more, and she is proud to inspire thousands of brands to find their Stand Out Effect because a greater profile, means greater prospects and even greater possibilities

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Every time I have worked with Kirryn she has exceeded all expectations.

SENIOR MARKETING OFFICER, DEPARTMENT OF EDUCATION, NSW

Widely recognised as an expert in branding, social media and customer engagement, Kirryn has worked for over 15 years with corporate and public sector clients, and thousands of business leaders and entrepreneurs. 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 has previously served 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



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

National
L&D Manager
Aussie
Home Loans

BEYOND THE MASK

WINNING THE POST COVID CONSUMER

Has the global pandemic brought boom or bust times? A little of column A, a little of Column B. For many eCommerce businesses with the shift to online, they have been grappling with growth while shuffling with the shifts of consumer behaviours like never before; trying to balance exceptional customer engagement, complex systems and delivery mechanisms stretched to capacity.

So, what will life be like beyond the mask for retail? How will businesses win the post covid-consumer?

SESSION OVERVIEW

Draw on the lessons from global and local brands in this fast-paced, fun and practical keynote.

In this session, audiences will explore the post-covid consumer:

- Do your customers want same thing as they always did? Are they more or less loyal?
- The rise and rise of Gen Z and the sustainable, ethical consumer
- The return to winning customer service and communication – how to keep loyal customers even in the midst of disruption, and who does it best.
- A practical roadmap for winning the post covid consumer

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





Kirryn gave us an essential framework in the ever-changing social media space

National Sales Manager
ARN (Australian Radio Network)

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.

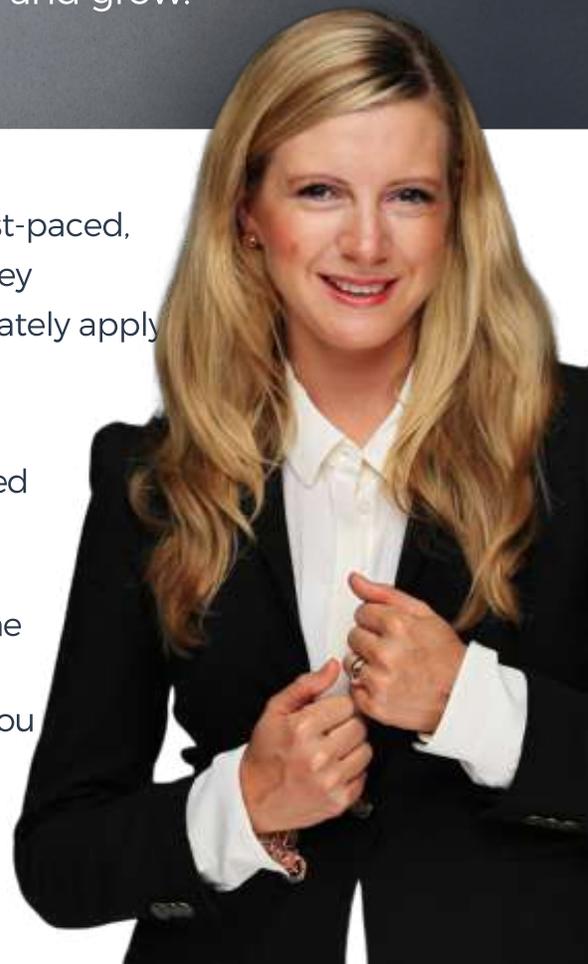
SESSION OVERVIEW

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.





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

Yarra Trams
OH&S Manager

THE STAND OUT LEADER

EMPOWERED LEADERSHIP 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.

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.



WORKSHOP TOPICS

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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.
- Winning the Post Covid Consumer - Understand your customers and powerful strategies to keep them coming back.
- Digital Storytelling – How to capture and craft digital stories that improve employee engagement or build a business brand.
- Personal Brand Builder – Define and design your personal brand and then the strategies to get known for expertise in industry, and beyond.

For Business Owners, Franchisees, or Associations

- Find Your Followers & Grow Your business - How to keep customers engaged in a post covid world
- 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 OR SOLD SEPERATELY. DELIVERED IN-PERSON, ONLINE OR AS SELF-PACED LEARNING

2021-2022

Fee Schedule

Keynote Speaking and Conferences

1 - 2 hour Keynote	\$5,000*
1 - 2 hour Keynote Plus Workshop	\$7,000*
MC / Facilitation of Conference Includes pre and post engagement	Price on request

Workshops

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

Bundle in a book or online course for each conference delegate? 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.

