

# AMPLIFY

## YOUR ONLINE INFLUENCE

CONTACT:

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

Westpac Davidson Institute

A professional portrait of Kirryn Zerna, a woman with long, wavy blonde hair, wearing a black blazer over a white collared shirt. She is smiling and has her hands clasped in front of her. The background is a plain, light grey.

KEYNOTE SPEAKER | MASTERCLASS PRESENTER | SPECIALIST ADVISER



# Let me introduce myself..

I'm Kirryn Zerna and I'm an authority on how to create remarkable stand-out brands in this age of online influence.

## **So that means I work with:**

- Entrepreneurs and businesses who want to create a brand that stands out, without selling out.
- Large organisations to equip and mobilise 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.

## **My goal is ALWAYS to:**

- Captivate and inspire an audience
- Translate ideas into action
- Draw on local and global relevant examples.

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 have also had the privilege of working with thousands of entrepreneurs around Australia through state and federal funded programs.

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 was awarded the Kerrie Nairn Scholarship by Professional Speakers Australia and in 2019 joined their national board.



# Who are the Real Influencers of your brand?

IT'S NO LONGER JUST THE MARKETING TEAM PROMOTING YOUR BRAND, YOUR PEOPLE ARE TOO.

The combination of Internet, social media and rapid technological advances has created a shift in the influencers who persuade our opinions and daily lives. At best your people are helping your brand awareness and customer engagement, and at worst they're hurting your brand.

These shifts mean three things:

## 1. YOUR BRAND HAS A HUMAN FACE

Today a brand has many faces. With social platforms like LinkedIn, so pervasive, there's a willing group of individuals who can effortlessly promote your wares for you. And while clients and community may have lost trust or grown tired of corporate speak (as evidenced by the Edelman Trust Barometer), your people put an authentic humanity to your brand.

## 2. YOUR MESSAGE CAN BE AMPLIFIED

Employees typically have ten times more social connections than a brand does. An employee advocate is also two times more trusted than a CEO (The Social Employee by Cheryl and Mark Burgess).

Could that be true for your organisation? What is the ripple effect caused by a single employee and what they say about your brand, let alone tens, hundreds or thousands of employees? The people behind your brand have "people power" to amplify your business and its marketing message.

## 3. YOUR LEADERS NEED NEW CAPABILITIES

What are the capabilities that leaders need in this new digital landscape?

Today, it's vitally important to empower leaders to create a sharp, consistent and compelling brand presence on digital channels, with a predominant focus on LinkedIn.



# How do you *Amplify* the Influence of your people?

WHEN YOU LEVERAGE LINKEDIN YOU UNLOCK THE POWER OF THE PEOPLE BEHIND YOUR BRAND.

Today your employee's 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 lifting their capability to craft a credible digital presence that puts a human face to your brand and deepens your messages to your key stakeholders.

So how do you amplify the online influence of your people?

## 1. UNDERSTAND THE OPPORTUNITY

Learn about the global and local changes and the opportunity to position your leaders and brand as experts in their industry.

## 2. UNDERSTAND THE ROADBLOCKS

What are the practical and mental objections to online influence? Not everyone feels comfortable in confidently communicating about themselves and their brand.

## 3. POWER UP CAPABILITIES

How do you equip and mobilise your people to confidently navigate this new environment; whilst protecting the organisational brand?

I focus on 4 areas:

**INTEGRATED  
APPROACH**

**PERSUASIVE  
PROFILE**



**CULTIVATE  
CONNECTIONS**

**AUTHORITY  
CONTENT**

# AMPLIFY YOUR ONLINE INFLUENCE

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, 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.

## KEYNOTE TOPIC

### SESSION OVERVIEW

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

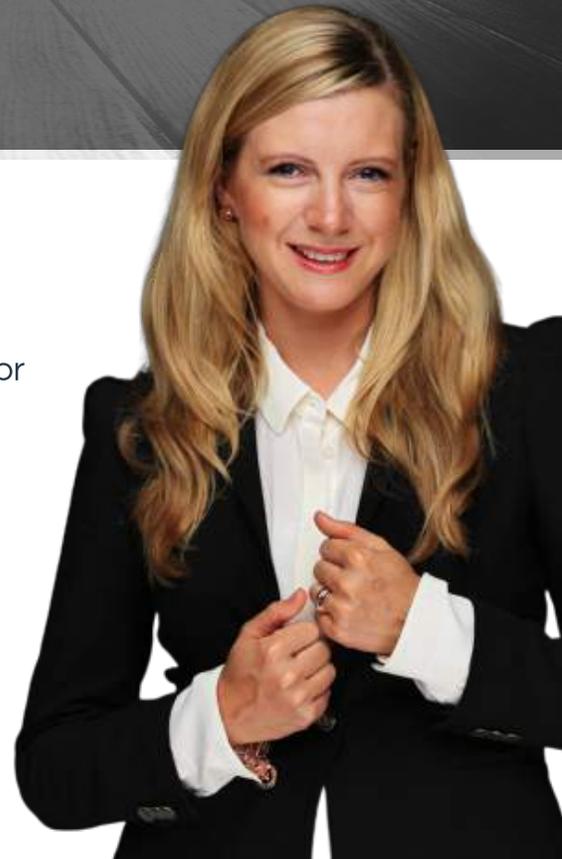
- Why LinkedIn is one of the most powerful and underutilised tool for creating meaningful connections with potential customers, peers and future talent.
- The roadblocks to remarkable, what are the 3 blocks for standing out professionally and personally?
- How to leverage the latent power of individuals within your team or organization to become authentic online brand advocates.

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

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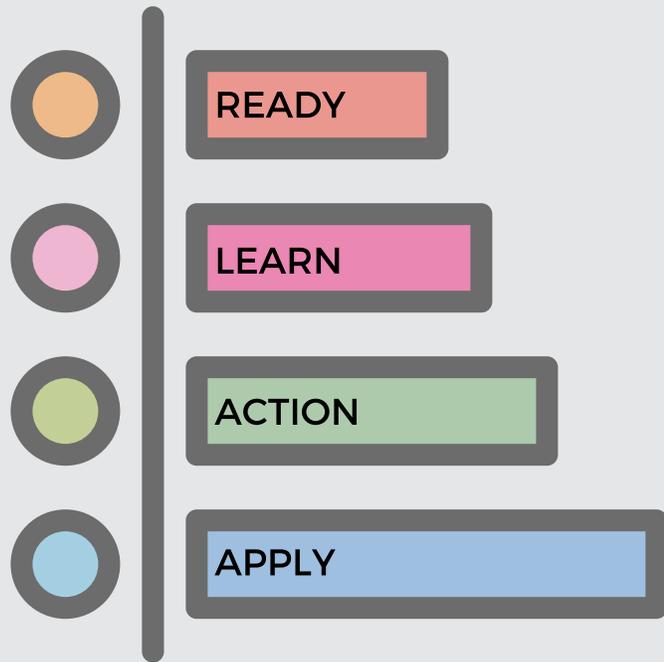
Kirryn helped me,  
to help my business  
to help my  
customers.  
It was beyond  
expectations.

ANZ  
Senior  
Consultant



## PROGRAM

THIS DYNAMIC,  
PRACTICAL PROGRAM  
WILL POWER UP  
LEADERSHIP  
CAPABILITY  
AND CREATE ONLINE  
AMBASSADORS FOR  
YOUR BRAND.



# AMPLIFY YOUR INFLUENCE PROGRAM

**Leaders may take part in the Amplify Your Influence Program to embed learning over time.**

### READY

- Personalised invitations
- Select the key leaders who will complete the program
- Self-Assessment Checklist for individuals to qualify current online influence
- Pre-Work - Complete a Personality Profile

### LEARN

- Leaders attend Workshop ( half day or full day program)
- Practical and engaging session that explores the current digital age, 3 roadblocks to a remarkable reputation and how to amplify your influence while leveraging LinkedIn

### ACTION

- Receive 4 weeks of follow-up emails with actionable tasks to embed the learning
- Optional: Team to discuss how this program is embedded in broader marketing and sales/leadership development program.

### APPLY

- Complete review checklist after 3 months
- Consider completing next modules: Content and Connections.



# AMPLIFY YOUR INFLUENCE DATES

You can select:

- Customised programs inhouse for your business and team, or
- Send your leaders to the public workshop.

<b>MONTH</b>	<b>LOCATION</b>
FEBRUARY:	SYDNEY
MARCH:	MELBOURNE
MAY:	SYDNEY
SEPTEMBER:	MELBOURNE
OCTOBER:	SYDNEY

# Let's Work Together

Empower your leaders to stand out in their industry, and beyond, by leveraging LinkedIn:

## **KEYNOTE SPEAKER FOR CONFERENCE OR EVENTS**

- Topic for HR/ Comms/Senior Leaders: Unlock the Power of Your People
- Topic for Leaders: Amplify Your Influence
- Fee: \$5 - \$7,500

## **AMPLIFY YOUR INFLUENCE PROGRAM**

- Deliver a customised program for deeper learning
- Fee: \$1,300 per person

## **MASTERCLASS / LEADERSHIP DEVELOPMENT**

Lift the capabilities of your people:

- Amplify Your Influence
- LinkedIn 101
- Digital Storytelling
- Fee \$5,000 per workshop

## **ADVICE**

Collaborate with Leadership team to create a strategy that integrates existing communication efforts and considers broader digital and social channels for success for all stakeholders.

Fee: Dependent on Project



# What do people say about this program?

I recently attended a session with Kirryn as the keynote speaker, and was not only very impressed with her style and passion on the topic, but really enjoyed the following conversation it sparked within the group! Kirryn presented leveraging strategies for online influence for both companies and individuals, highlighting key factors that demonstrated the effectiveness (and challenges) of each strategy. I found a key takeaway for me was the importance of the communication method and how this can significantly influence the engagement of the message. In the OHS field, it definitely made me question how we can also apply this approach to internal communications too.

## **OH&S And Environment, Yarra Trams**

Kirryn presented at our monthly HR Network meeting in May 2019. Kirryn was inspiring, engaging and thought provoking. She has her finger on the pulse with current HR trends and technology, in particular the use of social media in today's ever changing environment. I would thoroughly recommend Kirryn to present to your HR or Executive/Leadership team to start your brainstorming session.

## **Senior HR Professional**

An engaging and insightful presentation - Kirryn recently spoke at the HRM @ Work Network event. I really enjoyed listening to her as she shared statistics on Linked In's potential following and influencing reach as well as what you should have in your profile sell and promote yourself. I really like her presentation style and how she engages and connects with the audience.

## **HR Advisor / Business Partner ANZ at BP Australia**

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# KIRRYN ZERNA

## BRAND & REPUTATION BUILDER

Helping ideas, businesses and teams to stand out in the age of online influence



She captured the audience's imagination and inspired them to think about what's next for them in business., Bayside BEC CEO



Kirryn Zerna is one of the most insightful speakers I have seen in recent years. National Manager, Davidson Institute Westpac



KIRRYN ZERNA is a captivating and creative keynote speaker whose presentations immediately translate into action.

Widely recognised as an expert in brand communication strategy, Kirryn's passion is to help individuals and teams to stand out in the age of online influence.

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 regular contributor to Smart Company, Internet Retailing and Westpac's Ruby Connection.

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# Masterclass

## 2-hour, 4-hour, Full Day

**Inspire your network or team in a learning environment that translates into immediate action.**

### **On topics such as:**

How to Stand out on social -tips and tools to build a digital profile to get known as an expert in your industry and beyond.

Your Digital Brand – How to create a distinctive and memorable style that stands out online.

Crafting Compelling Content - Creating a consistent content plan is a vital way of standing out and attracting attention through social media.

Sustainable social systems – How to save time and stay consistent with planning and systems

Stand Out Social For Events – Draw on local and global examples and tools to capture messages and moments that create an irresistible event.

The Influencer Effect Equipping Leaders – How to build a social profile that helps not hinders. What's in a profile, what content builds credibility and how to connect with purpose.

Team Digital Collaboration – Can be customized to the tool (e.g. yammer, workplace or tiles, etc). Principles and skills.

Social Platforms – Masterclasses zoning in on any particular platform: Facebook, Instagram, Twitter, LinkedIn etc

1 Day bootcamp: How to Stand out on social covers branding, content, audience and systems.



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National Manager  
Westpac  
Davidson Institute

## BUILDING BRANDS AND REPUTATION

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

WATCH PROMO VIDEO



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# 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 speakers

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

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?

### KEYNOTE TOPIC



### 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.



WATCH TOPIC VIDEO

# THE SOCIAL BUSINESS

## HOW TO CONNECT LEADERS AND TEAMS ON PURPOSE IN THE AGE OF ONLINE INFLUENCE .

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.

”

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

Director,  
Business  
Relationship  
Retreats

**KEYNOTE TOPIC**

### SESSION OVERVIEW

The audience will:

- + Gain professional and personal insights and inspiration from global and local brands and the emerging online trends
- + The 3 elements of digital collaboration that will prepare teams for the future
- + The 3 reasons many businesses waste their energy in virtual connections and how to avoid repeating the same mistake
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### WATCH TOPIC VIDEO





Kirryn was fun, engaging and insightful. She made rocket science seem like the alphabet.  
Sales Consultant

# HOW TO STAND OUT WITHOUT SELLING OUT

Why creating a **REMARKABLE BRAND** is easier than you think.

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### WATCH TOPIC VIDEO



# 2018

## Fee Schedule

### Keynote Speaking and Conferences

1 - 2 hour Keynote \$5,000\*

1 - 2 hour Keynote Plus Workshop \$6,500\*

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

### Workshops

1/2 Day workshop or Masterclass \$5,000\*  
(over 20 people)

1/2 day Workshop or Masterclass \$3,000\*  
(under 20 people)

### 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...

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.



# When we work together

"Kirryn has a way of anticipating what to say and when to say it. She understands how to represent who I am on social, and provides fantastic advice on how to engage with my audience."

Graeme Innes, Former Disability and Discrimination Commissioner



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

Westpac Bicentennial Foundation

"She captured the audience's imagination and inspired them to think about what's next for them in business.."

Bayside BEC

"Very energetic and passionate about getting your brand out there to your target market. Would highly recommend her services to any business owner no matter what stage your business may be at."

Entrepreneur