

A black and white portrait of Kirryn Zerna, a woman with long blonde hair, wearing a dark blazer over a white collared shirt. She is smiling and looking towards the camera. The background is a dark grey gradient.

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



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 2.0

STAND OUT WITHOUT SELLING OUT IN A VIRTUAL WORLD

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

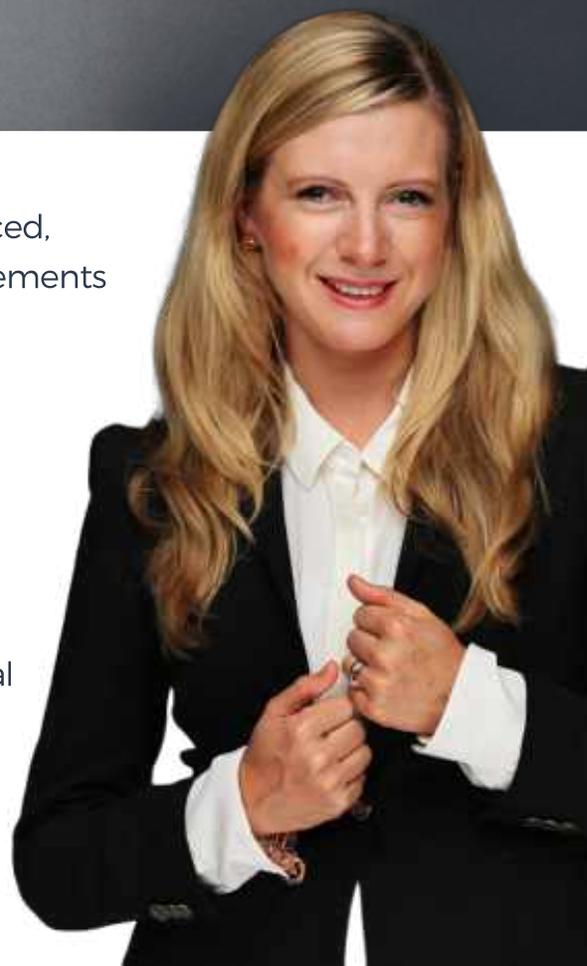
SESSION OVERVIEW

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 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.
- The 3 elements of any remarkable brand message in the digital arena, and what to avoid.
- A practical blueprint for boosting your online visibility using digital storytelling.

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





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.

