



KIRRYN ZERNA

BRANDING, INFLUENCE &
CONNECTION KEYNOTE SPEAKER

"Her session was interactive, informative and energising. Highly recommend."

NATIONAL EVENTS MGR, HOUSING INDUSTRY AUSTRALIA

KIRRYN ZERNA IS A FABULOUS AND FUN KEYNOTE SPEAKER, AND AUTHOR OF THE STAND OUT EFFECT.

With over two decades experience in corporate and marketing communications, and a highly visual and interactive presentation style, Kirryn Zerna would love to help YOU create affinity with your customers, leaders and teams and become the Stand Out in your industry and beyond.

As a speaker, Kirryn Zerna's sessions are inspiring, interactive, and full of lovely warm moments; with practical takeaways to immediately apply. And she would love to help you create a remarkable and unforgettable experience for your next event.

Kirryn Zerna has studied extensively in business and communication through University of Sydney, Macquarie University, and the Australian Institute of Company Directors.

Organisations that look to Kirryn's expertise include Thermomix, Australian Radio Network, Aussie Home Loans, Fundraising Institute Australia, Westpac, NSW Department of Education, and many more.

THE CONNECT EFFECT

Do you want to unlock the spark of connection and the power of influence that fuels the world's best leaders, teams and brands?

STAND OUT MARKETING

How can you create compelling content that connects with customers without compromising your brand identity?

BECOME YOUR BEST INFLUENCER

How to build an influential leadership brand that oozes affinity with customers, colleagues and teams

KIRRYN'S SPEAKING TOPICS

"Her fantastic keynote session was insightful, engaging and delivered the outcomes we were hoping. She was a delight to work in all aspects and we'd highly recommend her."

THERMOMIX AUST & NZ



WATCH KIRRYN'S SHOWREEL



KEYNOTE TOPICS

INSPIRING & ALL-ABOUT-ACTION
KEYNOTE TOPICS LISTED BELOW

THE CONNECT EFFECT

RETHINK CONNECTION IN HYBRID, DIGITAL WORLD

After years of disruption, changing rhythms of work and play, and the turning tide of generational change (hello Gen Z), there's an urgent need to reset how leaders, teams, and brands connect – both internally and with customers. The Connect Effect draws insights from this global learning curve, offering practical strategies to help you connect better, for better results.

In this dynamic session, audience will discover:

1. Rhythms: Learn strategies to enhance team communication and bridge generational gaps.
2. Relationship: Cultivate the chemistry of connection within teams and customers, fostering rapid rapport and productive relationships.
3. Reset: Experience a collaborative, energising session with practical takeaways to reset and redirect your organisation for success!

THE STAND OUT EFFECT

STAND OUT BRAND STRATEGIES IN THE AGE OF ONLINE INFLUENCE

The brands standing out in today's crowded marketplaces are doing something different. It's no longer just about having the biggest budgets or the largest followings.

So, how can your business leader or brand differentiate in this complex and noisy space, while seamlessly connecting with customers and adding value?

In this engaging session, discover:

1. The latest trends for making a lasting impression in person and online, from TikTok to impactful video presentations and the influence of Artificial Intelligence.
2. The three vital elements of the Stand Out Effect.
3. Dive into a hands-on workshop, demystifying content creation and marketing strategies.

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"Kirryn's session was fun, interactive, and inspirational. I only wish we had booked her to speak for longer!!

AUSTRALIAN INSTITUTE OF CREDIT MGMT



LENGTH

60 - 90 mins

Can be tailored for 1/2 day
or full day workshop

Follow-on programs
recommended

KIRRYNZERNA.COM





WHAT ELSE CAN YOU ADD TO YOUR PACKAGE?

ADD ON TRAINING, ONLINE LEARNING, CONSULTING PACKAGES OR EVEN AN MC/HOST. JUST ASK!

BECOME YOUR BEST INFLUENCER

'Become Your Best Influencer' is a dynamic keynote (or workshop series) that equips leaders with the skills, tools, and strategies they need to harness the power of influence and cultivate high performance in the workplace. From building better relationships to revitalising workplace culture, this program provides a comprehensive guide to becoming a confident, influential leader who makes a lasting impact.

In this interactive, inspiring, and action-oriented session your leaders and teams will discover:

- The three key elements to create a powerful first impression that inspires others to follow their lead,
- Irresistible storytelling strategies for influence, and
- How to build strong and resilient relationships that lead to better results, relationships, and a better workplace.

MC, HOST, FACILITATOR

Kirryn Zerna would be delighted to work with you as the host (in-person or online) for your next event.

What makes Kirryn a great host for your event?

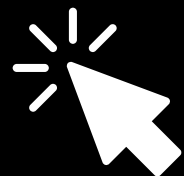
She will:

- Truly listen to what your vision and objectives are for the event, and helps you make it an amazing success.
- Help craft a narrative arc for the event, from the opener to the close.
- Keep the audience engaged, inspired to action, and entertained the whole time.
- Help make every moment in the pre, during and after the event calm, creative and collaborative!

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"She helped to keep the online audience engaged the whole time. She is both incredibly professional and fantastically warm at the same time, making our delivery so much easier."

FUNDRAISING INSTITUTE AUSTRALIA



CLICK FOR INFORMATION
FOR EVENT PLANNERS

