

A photograph of Kirryn Zerna, a woman with blonde hair, wearing a colorful floral patterned jacket and dark pants. She is standing on a stage, smiling and waving her right hand. The background features several vertical panels with colorful, abstract patterns in shades of orange, red, and purple. There are also some hexagonal light fixtures on the stage.

Kirryn Zerna

Connection keynote speaker

Kirryn Zerna is an award-winning keynote speaker, a LinkedIn Top Voice in Communications, Non-Executive Director, and author of *The Stand Out Effect*.

Drawing on 20 years as an experienced communication professional, with postgraduate degrees from Australia's leading universities, Kirryn has made a name for herself advising a diverse range of industries on the latest branding, communication, and connection trends.

Whether it's a keynote, a workshop series, or to host as MC for your event, Kirryn would love to help you create an unforgettable experience for your next event.

Organisations that look to Kirryn's expertise include Australian Radio Network, Carsales.com.au, Housing Industry Australia, Thermomix, John Holland, Fundraising Institute Australia, Westpac, NSW Government, and many more. And she would love to help you.

Do you want to:

- ★ Take leaders from transactional leadership to transformational leadership?
- ★ Take teams from striving to thriving functional, productive groups?
- ★ Take sales teams from chasing one-off sales to attracting long-term relationships?
- ★ Take customers from transactions to...trusted advocate?

Let's work together... get in touch today.

The Connect

EFFECT

Are you looking for a blueprint for deeper connection in a digital world?

In an era where we are navigating more distractions and lower attention spans than ever before, the ability to deeply connect with our customers and teams is essential.

The Connect Effect is a strategic blueprint to cultivate deeper and more impactful connections with customers and teams.



AUDIENCES WILL LEARN:

- **Trust:** Learn the keys to find the spark to build authentic rapport, in order to turn attention into engagement and a continuous cycle of opportunity.
- **Tribe:** Develop the rhythms and rituals that fast-track rapport in order to overcome the digital communication divide.
- **Thrive:** Create powerful relationships that will fuel your business and team into the future, and amplify connections at every level.

The Stand Out

EFFECT

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? What makes your brand distinctive and compelling, while seamlessly connecting with customers and adding value?

The key is to find your own style, make your mark and cultivate deeper customer connections.



AUDIENCES WILL LEARN

- The freshest trends to captivate attention and leave a lasting impression, both face-to-face and in the digital realm.
- The three essential components of the Stand Out Effect, unraveling the intricacies of defining and understanding your brand (whether personal or corporate), mastering the art of reputation building, and establishing robust networks that endure.
- Engage in a hands-on, practical workshop to demystify the art of content creation and savvy marketing strategies.

Your next HOST / MC



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!



"Thank you so much for an amazing event. The way you pulled everyone together as one was fantastic. Facilitated in an amazing style"

Executive General Manager &
Managing Director Rail & Transport
John Holland

TESTIMONIALS FOR KIRRYN ZERNA

"Kirryn recently spoke at our Thermomix leadership conference. Her fantastic keynote session was insightful, engaging and delivered the outcomes we were hoping for. She was a delight to work with in all aspects and we'd highly recommend her.

Director Sales & Engagement, Thermomix Australia & New Zealand

"Kirryn was a wonderful speaker and facilitator at our HIA National Conference. Her session was interactive, informative and energising. She was lovely to work with and I'd recommend her as a speaker."

National Events Manager, Housing Industry Australia

"We loved having you! Thank you for an insightful and insightful session."

Executive GM Media, Carsales.com

"Every time I have worked with Kirryn Zerna, she has exceeded all expectations. Kirryn has gone above and beyond to understand the background of the program she is facilitating for. No request is too hard to manage."

Project Officer, Department of Education NSW

"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."

CEO Fundraising Institute Australia

"It was fantastic to work with such a professional speaker at our recent conference. Kirryn was part of a successful TED talk style segment in front of more than 600 brokers, who can be a hard audience. Her session generated a lot of conversation with brokers looking to do things differently and also our HO team on how we can support our brokers."

Head of Learning Aussie Home Loans

"The way you pulled everyone together as one was fantastic. Great day and facilitated in an amazing style. Thank you Kirryn!"

Exec GM & Managing Director Rail and Transport, John Holland

