

KIRRYN ZERNA

BUILDING BRANDS AND REPUTATION

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.

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

Bayside BEC CEO

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

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

National Manager
Westpac
Davidson Institute





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

CEO, Westpac Bicentennial Foundation

STANDING 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



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

ANZ
Senior
Consultant

RENOWNED

Leveraging LinkedIn to STAND OUT
in your industry and beyond.

In the age of online influence, expertise and notoriety are democratised like never before. Amidst the digital noise and clamour, it is increasingly difficult but vitally important to get cut-through and stand out for the right reasons.

KEYNOTE TOPIC

SESSION OVERVIEW

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

- Why LinkedIn is the most powerful and underutilised tool for creating meaningful connections with potential customers, peers and future talent.
- The latest research-based tools and techniques for crafting a professional brand that establishes trust and credibility.
- How to leverage the latent power of individuals within your team or organization to become authentic online brand advocates.

Ideal for individuals, leaders and sole operators, this keynote can also be delivered as an interactive half-day program.



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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.

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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
- + 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.

WATCH TOPIC VIDEO

