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KIRRYN ZERNA

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



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 on their Influencer Effect. Equipping and mobilising 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 passion 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 I also have had the privilege of working with hundreds of entrepreneurs around Australia through state and federal funded programs.

I also hold a Bachelor of Management, a Masters of Management and I am a Graduate of the Australian Institute of Company Directors.

In 2017 I had the great delight of being awarded the Kerrie Nairn Scholarship by Professional Speakers Australia.

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

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

National Manager
Westpac
Davidson Institute

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.

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WATCH PROMO 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.

We've embarked on a new age of online influence where ordinary people 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

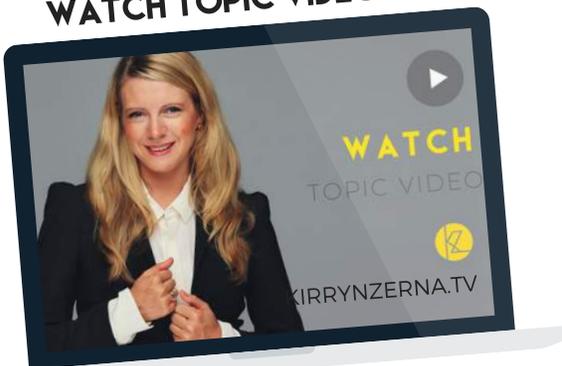
In this practical and research-rich session, audiences will:

- + 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 INFLUENCER EFFECT

How to EQUIP and MOBILISE individuals in your organisation to build a digital brand that can't be ignored.

In the age of online influence, brands can be built or destroyed by the smallest voices in simple ways and insignificant moments. This presentation will show you how to leverage the dormant power of everyone in your organisation or team to build a brand reputation that gets cut-through for all the right reasons.

”

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

CEO, Westpac
Bicentennial
Foundation

KEYNOTE TOPIC

SESSION OVERVIEW

The audience will leave this compelling, practical keynote with:

- + Simple and immediately actionable tools for mobilising individuals to become online influencers.
- + A clear understanding of the 5 common mistakes that organisations make in building a digital brand, and how you may be sabotaging your online reputation without knowing it.
- + The latest research-based tools and techniques for standing out and getting the attention you deserve.

The Influencer Effect 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.

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.

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”

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

Director,
Business
Relationship
Retreats



WATCH TOPIC VIDEO

