

Beth Powell Speakers Kit

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An introduction to my world

Hello! And thank you for downloading the Beth Powell Speakers' Kit.

Perhaps it was the Facebook ad or my LinkedIn post that attracted you to this page, or maybe it was a search you did for 'Digital Marketing and Social Media experts' or possibly you've heard about me and keyword searched my name. Either way, I'm glad you followed my online trail because creating such trails for businesses is an important part of what I do. Online marketing and profile building for business growth is my passion and my area of expertise.

THE WAY TO EDUCATE AND INSPIRE AN AUDIENCE IS TO HELP THEM EXPERIENCE A CONCEPT

I've been speaking to audiences about digital marketing and online profile building for the past 9 years – in large conferences, workshops, lectures and seminars. Whether speaking at a large conference to hundreds of people or conducting a small and intimate workshop, I follow my unique methodology:



TELL ME

Introduce the concept or idea



SHOW ME

Share an example, a story, a case study



LET ME

Guide and teach through activity

THE KEY TO A SUCCESSFUL EVENT IS HAVING THE WHOLE TEAM WORKING TO THE COMMON OBJECTIVE OF DELIGHTING THE AUDIENCE.

My conference speeches and workshop presentations are adapted to suit the audience and I work hard to help you, the conference organiser, reach your objectives. Whether it's inspiration and motivation, case studies and research, or a step by step actionable process that your audience requires, I make sure that I deliver a presentation that is entertaining and engaging and delivers value for your audience.

I've owned a small business, worked in corporations, in not-for-profit organisations, for government, and led election campaigns for politicians. My 'portfolio career' means that I can empathise with audiences – I've had direct experience in working in organisations just like theirs.



SOME OF THE COMPANIES I'VE HAD THE PLEASURE OF WORKING WITH



I AM PASSIONATE ABOUT SHARING MY KNOWLEDGE

I'm proud that I have developed a reputation as a complete professional and that people say I'm easy to work with. I'm happy to spend time with the audience before and after an event and help organisers with the agenda. It's important to me that my clients are absolutely satisfied with the outcome of my presentation and the experience of working with me.

The following topics are my main keynote and presentation themes, however all can be customised to suit the audience. If you have a specific event theme or a topic you would like to covered, I'm happy to work with you to develop concepts that will resonate with your audience.

- ▶ New Year's Resolution "I'm going to get my digital marketing sorted out" – where to start and what to do next.
- ▶ "I've got no idea what the kids get up to online" how parents can step up and help their children be safe online.



- ▶ Fundamental Facebook strategies to grow your business.
- ▶ Bums on seats: How to get your prospects to attend your event, discovery session or seminar.
- ▶ Social selling – from LinkedIn to Facebook and Instagram in between. How to use your network to help you reach your sales targets
- ▶ "Mobile First" is the buzz phrase of now but what does it actually mean for business.
- ▶ Small business, big reach – how to develop your networks and automate processes to build your business
- ▶ Developing your personal brand and building trust online
- ▶ What my kids know about social media and what I don't (and wish that I did)
- ▶ Digital leadership: how to change the culture of your organisation so that it "gets" digital.

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NEED MORE CONVINCING?

"Beth is a fantastic and engaging speaker. The material she used truly resonated with our audience and most importantly provided attendees with actionable suggestions on how to implement these valuable strategies. I would definitely recommend Beth to any group."

Niamh McGroder, Senior Event Producer
Mortgages & Real Estate, Momentum Media

"In 2014 Beth joined our team of highly professional learning providers for our Dealer network. Her course structure and delivery is engaging. The post course feedback from participants greatly applauds Beth's knowledge of the subject matter and her ability to converse at all levels in this important field of marketing is highly respected."

Joe Bondin, TIA Marketing & Administration Manager
Franchise Development Division
Toyota Motor Corporation Australia Limited

"Beth's presentation style, the quality of the information presented as well as practical "real world" examples, meant that attendees were able to engage in meaningful discussion while attaining new knowledge in the area of content marketing. I would recommend Beth to anyone interested in gaining up-to-date knowledge in digital marketing, and especially content marketing, with the ability to immediately apply those newly acquired skills in the workplace."

Dario Dotlic
Business Development Manager, Health Industries SA
Department of State Development

"Beth's depth of knowledge on her subject was apparent from the get go and she proved to be an engaging trainer and facilitator that ensured all the participants benefited personally through her tailored delivery. It was a valuable experience for me in both the knowledge I gained on the subject and to see it so professionally delivered."

Brand and Enterprise Marketing Manager,
On the Line Australia

"Beth is a great presenter, engaging and attentive. I've attended two workshops and both times, I left with great tips and feeling refreshed, with the impression that I learned enough to keep doing my job as a marketer the best way possible in a challenging and constantly evolving environment. I would highly recommend to attend any of the courses she facilitates."

Julie Fenwick DPM Financial Services



"Beth is not only extremely knowledgeable about the subject matter but presented it in an interesting, engaging and thought-provoking fashion. Beth provided real-world examples that made the course material more tangible, allowing attendees to see how they would apply the skills and information Beth taught to their own situations."

Rowan Barker, Voice Over Artist and Event Host

"Beth is a digital master. If you're looking for a digital business strategy, to enhance your digital profile or digital delivery for your business then Beth should be your go to. She's savvy, skilled and a digital genius."

Janine Crawford, CEO JL Creative

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STILL CONFUSED ABOUT CHOOSING THE RIGHT SPEAKER FOR YOUR CONFERENCE?



BOOK BETH

Now that you have seen what I offer to contribute to the success of your event and your audience, I would love to hear from you. Contact me to talk dates, topics and fees.

PLEASE CONTACT ME ON
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