

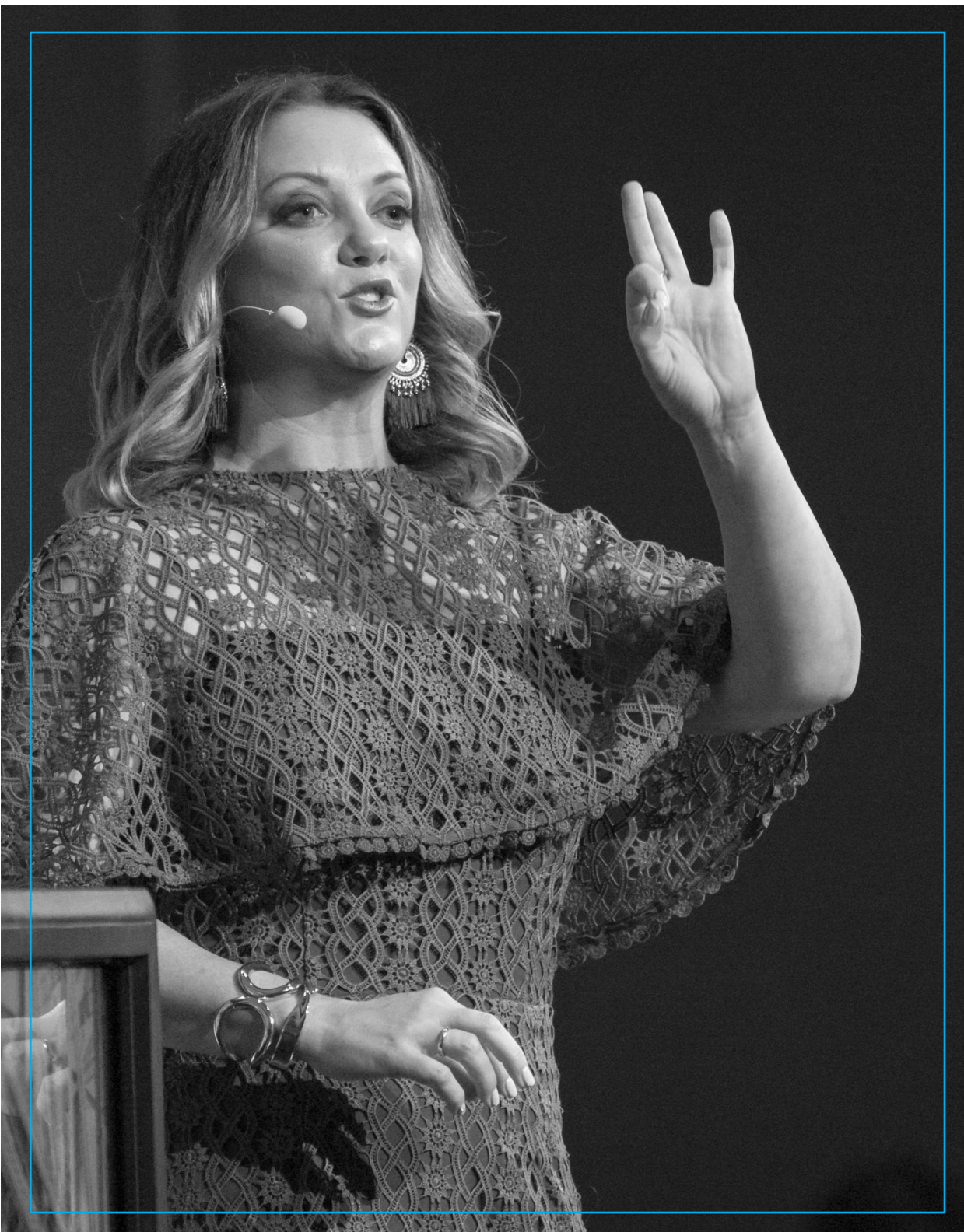
A photograph of Amanda Stevens, a woman with blonde hair, wearing a blue dress, standing on a stage and speaking to an audience. She is gesturing with her hands. The audience is visible in the foreground, seated and facing the stage. The background is dark, and there is a green exit sign on the wall behind her.

AMANDA STEVENS

THE CONSUMER FUTURIST.

2021 SPEAKER KIT





WHEN **INSIGHT,** **EXPERIENCE &** **IMPACT** MATTER.

2020 CHANGED THE EVENTS INDUSTRY FOREVER. AS THE SECTOR RETURNS TO SOME SORT OF NORMALITY, HAVING A SPEAKER WHO IS EXPERIENCED IN DELIVERING LIVE, VIRTUALLY AND HYBRID IS KEY.

Entertaining. Inspiring. Humorous. Engaging. Memorable. These are just some of the words used to describe Amanda Stevens, CSP. After wowing audiences in 14 countries for more than a decade on the speaking circuit, Amanda is widely regarded as one of the best female speakers in Australia.

Her ability to tailor each presentation and connect with each audience in a uniquely tailored way enables her to deliver powerful messages that provoke, stick and inspire action. Book Amanda for your next conference or event and you'll experience impact and value that lasts long after she's walked off stage, live or virtually.

Amanda's specialty is the customer experience. She's passionate about it, blogs about it and writes books about it. But her approach transcends a one-dimensional customer service message; her content is based on powerful, proven and practical strategies for turning customers into advocates and it can be applied to any industry.



WHAT HAPPENS ON STAGE IS ONLY PART OF THE STORY.

THERE ARE HUNDREDS OF SPEAKERS THAT CAN COME AND GIVE A PROFESSIONAL, WELL REHEARSED KEYNOTE. VERY FEW SPEAKERS CAN IMMERSE THEMSELVES IN A BRAND AND TRULY ADD VALUE.

When you book Amanda Stevens to speak at your conference, expect more than you bargained for. She will get to know your industry and brand intimately and will customise her approach, tailor her stories and direct her message to meet the unique opportunities of your sector.

She can layer in powerful communication messages and deliver lessons that resonate at every level of an organisation. She's also able to facilitate workshop discussions and integrate interactive team exercises where appropriate. After all, creating brand advocates is a team sport.

Amanda will spend time with your delegates after the presentation and provide powerful follow-up resources that extend the learning and ensure that her presentation is still being talked about for weeks, months and years after your event.

Working with Amanda is a unique experience that transcends her time on stage and ensures you get a powerful and lingering return on investment.



A CATALOGUE OF **CONTENT.** A PASSION FOR **CONNECTING.**

BALANCING ENTERTAINMENT & HUMOUR WITH CONTENT AND TAKE-AWAYS IS A FINE LINE. IT'S AMANDA'S SIGNATURE STYLE - YOUR AUDIENCE WILL LAUGH (BUT NOT MORE THAN THEY'LL LEARN).

An audience will remember how a speaker made them feel long after they remember the facts and data. Amanda is able to take your audience on a journey of laughter, tears and storytelling at its finest, wrapped around solid insights, well-researched data and practical strategies that can be applied immediately. In short, she entertains and informs.

She's widely regarded as one of the funniest speakers on the circuit. But the humour never overshadows the gravitas of the message. She's able to bring complex research, trends and insights to life with personal anecdotes that are relatable, authentic and funny.

Amanda is able to draw on numerous up-to-the-minute research sources to ensure her messaging is highly customised to your industry (with supporting case studies). Get ready for your audience to be inspired like never before.

Amanda will create change, shift perspectives and incite action - all delivered with maximum entertainment value.



over **1000**
presentations.



Inspiring, emotional,
relevant and actionable.

CHUCK RUNYON
GLOBAL CEO, ANYTIME FITNESS

best-selling
author of
5 BOOKS.



Amanda always delivers
and our network loves her.

ANDREW BURNS
CEO, HELLOWORLD TRAVEL



14
countries.



Exceptional. Highly customised
and relevant for our industry.

JADE SMITH
MANAGER, SALES PROGRAMS, ALLIANZ



**2018 keynote
speaker of
the year.**



Amanda has had a significant,
long term impact on our business.

MURRAY KAHLER
CEO, GJ GARDNER HOMES (QLD)



80%
repeat &
referral rate.

A woman with long brown hair, wearing a dark green long-sleeved dress, stands on a stage. She is holding a small black object in her right hand and gesturing with her left hand. The background is a large screen displaying a blue, textured pattern. To the left, there are bright blue light bars. The text "KEYNOTE TOPICS & WORKSHOP OPTIONS." is overlaid on the right side of the image.

KEYNOTE TOPICS & WORKSHOP OPTIONS.



KEYNOTE PRESENTATION:

EPIC: FUTURE- PROOF YOUR **BRAND.**

HOW CAN YOU CREATE **ANTIDOTES TO DISRUPTION** AND BUILD AN **ENDURING BRAND?**

With consumer expectations changing as a result of COVID-19 and 2020's challenges, a shifting landscape requires business owners and marketers to think differently when it comes to brand-building. Now is the time to think differently, to show true business bravery and to think in EPIC terms - not necessarily just in scale but in character. In this presentation Amanda outlines a customised blueprint for how any brand can be built to last.

YOUR AUDIENCE WILL LEARN:

- The key characteristics of brands built to last
- Why striving for EPIC has never been more critical
- a 12-point blueprint for building a EPIC brand
- Why expertise and thought leadership are more important than your product or service
- The secrets of creating a brand positioning that captures the hearts and minds of your customers
- How to create a culture of innovation and make decisions that are insights-driven
- How to deliver a consistently EPIC experience.



KEYNOTE PRESENTATION: **TURNING CUSTOMERS INTO ADVOCATES.**

**GOOD BRANDS HAVE SATISFIED CUSTOMERS.
GREAT BRANDS HAVE RAVING FANS.**

Decoding the science of advocacy, Amanda explores why your existing customer base is possibly the greatest hidden asset in any business and outlines a plan to create a brand that customers willingly and enthusiastically rave about. She presents a customised approach for harnessing brand advocacy in a post-digital age and why the combination of high tech and high touch is the next frontier in brand disruption.

YOUR AUDIENCE WILL LEARN:

- How to cultivate customer centricity from the inside out
- Why developing brand advocates is the fastest and most effective way to scale a brand
- The shift from word-of-mouth to word-of-mouse and the opportunity it presents
- How to identify the cultivate brand advocates and how to make them multiply
- The six keys to creating a memorable customer experience worth raving about.



KEYNOTE PRESENTATION: **RETAIL REVIVAL** IN A NEW WORLD.

HOW CAN YOUR BRAND BE PART OF
THE RETAIL REVIVAL **AND MAINTAIN**
RELEVANCE IN A POST-PANDEMIC WORLD?

The retail sector is Amanda's pet passion. Combining the latest research with a proven process for attracting, retaining and maximising a loyal customer base, Amanda presents a plan for creating a post-pandemic revival in-store experience and innovative marketing strategies for the modern age. With passionate and meaningful insights, Amanda is able to motivate, inspire and invigorate any retail group.

YOUR AUDIENCE WILL LEARN:

- The new rules of retail and how to calibrate your brand to maximise profits
- How to anticipate the changing needs of the retail sector and what it means for all brands
- The five emerging trends for the retail sector and what it means for all brands
- The six proven strategies that any retailer can implement immediately for growth
- How to create a sustainable competitive advantage in a changing retail landscape.



KEYNOTE PRESENTATION:

BRAND ADVOCACY

FROM THE INSIDE OUT.

EMPLOYEES ARE THE NEW CUSTOMER.
DISCOVER THE POWER OF INTERNAL
BRAND BUILDERS.

Outlining the innate connection between employee engagement and customer advocacy, Amanda shares a formula for building the most potent type of advocacy - that which exists inside your business. A fresh new approach to leadership fundamentals, this keynote, workshop or program will unite your team on the most powerful common goal - your customer.

YOUR AUDIENCE WILL LEARN:

- The future of leadership and why strong leaders have a customer-centric view
- How to build a culture of innovation and how to leverage the collective wisdom
- How to step outside your business and industry and draw inspiration from others
- How to build a flow of customer experience initiatives and constantly raise the bar
- Why responsibility for the customer experience rests with everyone in an organisation.

WORKSHOP OPTIONS

CUSTOMISED AND HIGHLY INTERACTIVE WORKSHOPS:
60-MINUTES TO A FULL DAY.

WORKSHOPS THAT CAN BE COMBINED WITH A KEYNOTE PRESENTATION OR RUN AS A STAND-ALONE SESSION:

MARKETING MASTERCLASS - A HANDS-ON SESSION WHERE PARTICIPANTS BUILD AND START IMPLEMENTING A MARKETING PLAN FOR GROWTH.

THE KEY TO REALLY CONNECTING - AN INTERACTIVE WORKSHOP DESIGNED FOR AUDIENCES TO ROLL UP THE SLEEVES AND MAP OUT THEIR CUSTOMER EXPERIENCE AND PATH TO PURCHASE.

A STEP AHEAD - A WORKSHOP THAT TEACHES A PROCESS FOR BEING THEIR OWN CONSUMER FUTURIST BY EXPLORING RELEVANT TRENDS AND INSIGHTS AND DISTILLING IT FOR INNOVATION.



LOGISTICS & BOOKING INFO.





AMANDA TRAVELS FROM:

Sunshine Coast / Brisbane

or can provide a world class virtual studio set-up

ENQUIRY PROCESS:

1. CHECK AVAILABILITY

Contact Amanda's Executive Assistant

Penny Ryan

+61 476 235 806

penny@amandastevens.com.au

2. REQUEST A PROPOSAL

All engagements are quoted individually and after a chat with Amanda you will be provided a customised proposal, including speaker fees and travel expenses.

3. APPROVAL AND PAPERWORK

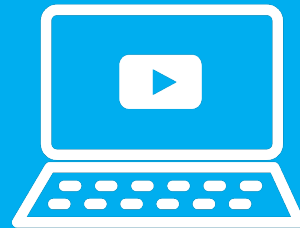
The date is locked in, a contract issued and a deposit paid to secure your date.

4. PRE-EVENT PROCESS

We can provide any assistance with promoting your event, including the production of a teaser video to go out to your delegates. We will also have a detailed briefing and Amanda will conduct mystery shopping and industry research where applicable. We also manage all travel and logistics to save you time and hassle.

5. POST-EVENT

We will have a detailed de-brief and Amanda will provide a resources pack for your delegates to extend the learning.



Head to amandastevens.com.au to see more than 20 showreel videos, over 100 blogs, the latest research insights and a host of resources to help you make your event a success.