



Zoe Wyatt

Australia's Leading Social Media Speaker

How would you like one of Australia's leading social media speakers to feature at your next event?

Some people claim to be social media experts, and others can prove it. Zoe Wyatt is one of the few with a proven track record.

With a Twitter following in excess of 60,000, over 100,000 views of her training videos on YouTube, and thousands of friends and 'fans' on Facebook and LinkedIn, Zoe not only shows others how to achieve tangible business results on social networks, she also applies these same techniques herself with much success.

Zoe first turned to social media in early 2008 out of desperation; in order to effectively promote a home based business. She was stunned at the results and has since dedicated herself to social media.

It wasn't long before other companies were seeking her out to structure, manage and train their teams. This lead to the creation of a training program and community website, which quickly attracted clients from around the world.

As a result she was selected to attend the "10 for 10" internet marketing training intensive in New York and regularly returns to America for social media and internet marketing training as well as engaging in hours of online training on a regular basis.

Her huge depth of knowledge in this field, as well as her down to earth personality, and easy to understand approach to the vast and growing topic has lead her to become recognised as one of Australia's leading social media speakers and trainers.

POSSIBLE SPEAKING FORMATS

- Keynote presentations
- Two hour, half day, full day & multi-day workshops
- Media interviews
- Tele-seminars
- Multiple-day conferences
- Webinars

“Feedback forms were extremely positive, with attendees highlighting workshops on digital marketing and social media as being the most useful.” – Redland City Council

“A huge thank you to Zoe Wyatt for putting on such an awesome event in Brisbane. The team are now officially ‘Social Media Professionals’. Our social media activities will be on steroids thanks to all the amazing shortcuts you showed us. We are so lucky to have you share your wealth of knowledge with us!” – The Creative Collective



BACKGROUND

Born and raised in Northern Queensland, and a marine biologist by trade, Zoe grew up working for her family business and over 10 years working as an environmental consultant and strategic planner with Government agencies before starting her first home based business in the health and wellness industry in 2003 to allow for more flexibility to be mum to her family of five. Zoe excelled at being her own boss and quickly advanced to a leadership/training role for a product supply company in Australia and New Zealand.

She has immersed herself in social media ever since and it is not uncommon for her to spend up to 30 hours per week doing research and development, so she has cutting edge knowledge to pass on to others.

POSSIBLE SPEAKING TOPICS:

- How to be a social media super hero
- Is your business P-interesting?
- Tackling Twitter for business
- Video marketing for business
- Do I really HAVE to do social media???
- Safe Facebook for families
- + more!

SOME PAST SPEAKING EVENTS...

- Association of Medical Recruiters of Australia and New Zealand
- National Disability Services
- International Medical Recruiters
- Sunshine Coast Destinations Limited
- Australian Tourism Data Warehouse
- The Buckner Group
- Smarter Business Magazine & Telstra Live & Local breakfast event
- Business Matters Magazine event
- Sunshine Coast TAFE
- Tourism Summit hosted by Redland City Council
- Health & Community Services
- 4BC Social Networking event
- ICAA
- Terri Coopers Networking events (regular speaker at Brisbane, Gold Coast and Sunshine Coast events)
- Kids on the Coast – Tweens and Technology
- Women of Influence networking evening
- Landcare Queensland
- Queensland Strawberry Growers
- Pro University
- Gympie Cooloola Tourism

“Thank you for a great seminar for the Gympie Cooloola Tourism group. Lots to learn!” – Gympie Cooloola Tourism

“Thank you Zoe so much for getting us started on Facebook at your workshop on Monday - you are such a whiz. What a full on journey it is and your tips help light the way.” - Unique Builders of Distinction

Thanks The Creative Collective for the fantastic talks Yvette & Zoe did this morning at Terri Cooper Networking Events. I learnt so much!” - NFTI Training (National First Aid Training Institute)

“Just wanted to say how much you have helped the team at Karen Irwin Communication understand the latest B2B Facebook marketing. Can't wait for your next session at the Gold Coast so we can stay up to date in the comms industry.”

SEE VIDEO CLIPS OF ZOE IN ACTION:

<https://www.youtube.com/user/zoedeluca>

If you would like to see if Zoe is available for an event you are organising complete the speaking engagement request form available at <http://www.thecreativecollective.com.au/social-media-speaker> or contact us on +61 7 545 11315