



Patricia
POLLARD

SPEAKER and TRAINER

Catriona Pollard is one of Australia's most dynamic and inspiring presenters. Her insights into personal branding, communications, creativity and entrepreneurship never fail to enlighten, entertain and inspire audiences.

Catriona Pollard has first-hand experience in moving from unknown to expert. She started her business with nothing, in the sunroom of her rented apartment. She had to figure out how she could become a well-recognised expert in PR to drive sales for her fledgling business.

Her transformation to an international speaker, and trainer, TEDx presenter, popular media commentator and leader of a highly successful public relations agency has been an incredible journey.

Her popular book, *From Unknown To Expert* (www.unknowntoexpert.com) has helped thousands of people to build their personal brand, understand how PR and social media can help their business, and has inspired them to take action.

Renowned for being an inspiring speaker and trainer, Catriona shares her personal insights and experience to help others, whether it's with practical advice or shared wisdom. With every presentation, Catriona aims to ensure her audience takes away useful insights, inspiration and tips that will help them succeed in business and life.

Catriona is particularly passionate about women in leadership and has delivered presentations to thousands of women leaders about how to use communication in leadership to build careers and businesses.

As the founder and director of CP Communications – one of Australia's most respected and innovative PR and social media agencies – Catriona works with world-leading brands as well as up-and-coming organisations every day. Her work as a personal branding expert sees her touch the lives of thousands of followers online with her unique mix of motivation, expertise and guidance.

As an early adopter of social media in the Australian PR industry, Catriona created the popular blog *Public Relations Sydney* that has been listed as the top two business blog in Australia. Catriona is also listed as one of the top 100 PR people worldwide to follow on Twitter.

She is passionate about social media, public relations, business and bringing them all together to create real financial success for entrepreneurs and organisations.

Catriona's mission is to share her vast knowledge and expertise in PR and social media to help people be successful in standing out from the crowd and build strong and healthy businesses and careers.

“My motivation is to share my knowledge, tell my stories and teach as many people as possible.”



Catriona is also a highly regarded expert and media commentator in PR and social media and her views on social media and PR have been extensively published in the media. She is a regular blogger and contributor for international and business media such as Huffington Post, PR Daily, SmartCompany, Women's Agenda and Samara Magazine.

Catriona was named as one of the top 50 most influential women entrepreneurs in Australia as part of Inspiring Rare Birds.

Catriona has shared her dynamic and practical expertise with thousands of people both in Australia and around the world for organisations

such as TEDx, DELL, CeBIT, Westpac, Brita, CEO Institute, Commonwealth Bank, University of Sydney, Macquarie University and AIGD.

In Catriona's inspirational and motivational talk at TEDx on the topic of 'Being Open To Yes', she encouraged people to move from the shadows into the spotlight. She urged us to redefine the spotlight so it means something to everyone and to understand we all deserve to be there and share our voice with the world.

She has a reputation for being professional, easy to work with, inspiring and a provider of practical advice that the audience can implement straight away.

With over 20 years of experience in developing public relations and social media strategies for brands big and small, Catriona has the expertise, charisma and presence to deliver training, an engaging keynote or presentation for your event or organisation.

As seen in:



SPEAKING AND TRAINING TOPICS

UNKNOWN TO EXPERT: 5 STEPS TO SUCCESSFULLY STAND OUT FROM THE CROWD

Learn the 5 key strategies entrepreneurs and leaders need to use to stand out from the crowd. Based on her popular book From Unknown To Expert, the 'Unknown To Expert 5 Star System' is a comprehensive, step-by-step framework designed to skyrocket anybody into the spotlight. Catriona shares the 5 key strategies including working out why you want to become a recognised expert, developing a personal brand, through to how to effectively use the media and social media to stand out from the crowd.

PLAY AND INNOVATION IN BUSINESS

As a practicing sculptural artist, Catriona brings a unique perspective of the use of play into the creative and innovation space for businesses. She shares from her own experience how play can lead to innovation break throughs, better team performance and engagement.

THE POWER OF 'YES'

No matter if you are an introvert, extrovert or something in between, many of us struggle to move from the shadows into the spotlight. Being open to 'Yes' enables us to redefine the spotlight, understand we all deserve to be there and share our voice with the world. In this inspiring talk Catriona shares her personal struggle to stand in the spotlight and why we need to redefine what it means to be in the spotlight and how everyone has a right to be heard.

BUILDING A STANDOUT PERSONAL BRAND

Everyone needs to develop their personal brand and authority, no matter if you have your own business or are in a career position. Those with a strong and distinct personal brand more easily cultivate and manage their reputation, credibility and profile. Catriona shares how to leverage opportunities to effectively build your personal profile. In this session you will gain an understanding of the strategies and tactics that must be used in order to successfully create and build on your personal brand to become a well-known expert and influencer – and build a business and career you love.

POWERFUL PR FOR VISIBLE BUSINESSES

Learn why it's vital for business leaders to understand public relations and how it can help their business to achieve results. This presentation is a must for every business leader and manager striving to lead an organisation in today's challenging and volatile market.

BUSINESS NETWORKING FOR RESULTS

Business networking is the corner stone for every successful business. Catriona shares her networking strategy and explores the the best way to network and create meaningful connections.



SPEAKING AND TRAINING TOPICS

UNDERSTANDING THE POWER OF SOCIAL MEDIA

Businesses need to understand how they can leverage the power of social media to achieve their business goals. In this presentation attendees learn the best social media tools for business and how to use them, how to create and post quality content and how to create engagement on social media.

MODERN DAY STORYTELLING: YOU ARE YOUR OWN PR

In today's business climate, you can't just pitch to the media; you need to know how to be the storyteller to own your narrative and share it widely. In this interactive, hands-on session you'll explore the crucial skill of storytelling from both a public relations and a journalism perspective; you'll take home actual story and op-ed ideas to pitch and to write.

USING PR AND SOCIAL MEDIA TO DRIVE SALES

A combination of online and offline tactics to create highly engaged audiences will build reputation, increase your profile and drive sales. In this presentation Catriona explains how to leverage the opportunities in both social media and public relations to effectively build your business' profile and reputation.

STANDING IN YOUR POWER

In this motivating presentation Catriona shares her insights and personal experience struggling to own the word 'expert'. She explains the steps she used to stand in her power as a leader and finally step into the spotlight and become a well-recognised expert – and the impact it's had on her personal brand and business.

WOMEN STANDING OUT FROM THE CROWD

Many women have the tendency to shy away from the spotlight. Rather than put themselves forward, at times they prefer to quietly work in the background and let others be the ones to step forward. Others simply can't get noticed. Catriona talks from first-hand experience, about why it's time for women to own their expertise and stand in their power. She shares strategies about how women can claim the role of expert and use PR and social media to step onto the spotlight authentically.

HOW LEADERS CAN USE PR AND SOCIAL MEDIA TO BUILD CAREERS

Many leaders fail to access the power of PR and social media to advance their careers. Catriona discusses the steps leaders can take to build a strong and distinct personal brand and then use PR and social media to create opportunities that enrich their careers and build robust brands.



HIGHLIGHTS

Catriona has presented to hundreds of audiences big and small, from presentations aired around the world, to intimate workshops tailoured to an organisation. Here is a (very) brief list of some of Catriona's presentations:

TEDx Macquarie University – The power of saying 'yes'

DELL Women's Entrepreneur Network, Austin, Texas – You are your best PR: Uncovering your stories and how to amplify them

Commonwealth Bank – PR and social media

CeBIT – Using PR and social media to drive sales

Women Chiefs of Enterprise – Brand You

Australian Institute of Company Directors – Smarter approach to business success.

The Walkley Foundation Storyology – LinkedIn for journalists

Brita – LinkedIn for leaders

Women on Boards – You are your best PR

CEO Institute – LinkedIn for CEOs

City of Sydney – Social media for your career

University of Technology, Sydney – Social media workshop

Macquarie University – Social media and personal branding

Entrepreneurs' Organisation – PR and social media for personal branding

Women in Banking and Finance – How to use social media to build your career

Australian Rural Women's Leadership Summit – PR and social media for personal branding

University of Technology – How to use social media to build your sales



PEOPLE RAVE ABOUT CATRIONA

“Catriona is a thought leader in her field who willingly shares her knowledge and insight to allow others to stand in their own spotlight. Her keynote is engaging, informative and grabs the attention of the audience from start to finish....with questions continuing well after her close. I could have listened to her for so much longer and will be following up to organise next steps. For anyone looking for inspiration, understanding and practical learnings, Catriona is your social media and PR expert and go to.” – Janine Garner

“Love listening to passionate people talk about what they love, brilliant workshop” – Sarah Riegelhuth

“Catriona was excellent. Very entertaining, full of knowledge and remarkably pleased to share her tips as a true professional.” – Lucy Marshall

“Catriona was a fantastic presenter with lots of great applied examples of lessons.” –Nicole Miller

“I found her delivery engaging, informative and helpful. Catriona is certainly a leader in PR and social media. She has a passion for her work and is generous in sharing her knowledge. I would highly recommend any of Catriona’s presentations.” – Dianne Masri

“Catriona was warm, friendly and receptive to all comments/questions. It’s very encouraging to hear success stories (as well as what’s unsuccessful) from someone so experienced, and her confidence is definitely contagious.” – Annie Vaughan

“Excellent - Catriona has an inclusive, friendly style that, at the same time, is commercially very savvy.” – Natasha Brooks

“Loved your workshop at the Women In Leadership Conference. I now appreciate the importance of social media.” – Karen Mizzi

“I would strongly recommend other business owners to attend any presentation run by her. The information she supplied regarding what was possible in terms of public relations was well laid out, easy to understand and took away the fear factor I previously ever experienced when considering the PR route.” – Helen Crozier



PEOPLE RAVE ABOUT CATRIONA

“Her breadth of knowledge in regards to the ever-changing environment which is social media was outstanding. The fact that Catriona effectively uses so many of the social media platforms allows her to give inside information and time saving practical tips. I would definitely recommend Catriona’s workshops.” – Kate Ramm

“Thanks Catriona for a well-structured and informative workshop-presentation on PR and media engagement. The session provided not only great and easy to understand content but, working with everyone in the session, Catriona provided practical PR advice and recommendations across a variety of industries and businesses. I would highly recommend attending Catriona’s workshops on PR and social media.” – Simon Hall

“I would love to recommend Catriona as a fabulous speaker. Her presentation gets to the “right” level wherever you are sitting on the topic. Her takeaways are also so practical and easy to follow that you will be up and running immediately. Or your skills will be strengthened to that deeper level. I wholeheartedly recommend Catriona without hesitation.” – Monica Brewer

“Thank you very much for a brilliant seminar. The practical way of your presentation made me understand PR and your simple strategies will help me in many ways. All my questions were answered and you gave me very useful and new ideas.” – Sandy Bröcking

“Catriona has a warm and approachable style, and great insight into the realities of achieving results in PR. Her PR workshop was really practical and I would highly recommend it.” – Tamerlaine Beasley

“Congratulations on a great workshop presentation at the Macquarie University Women, Management and Work conference in Sydney. You gave lots of practical, time efficient social media tips, tactics and tricks. Well done. You certainly contributed to the success of the 2 day conference.” – Robyn Henderson

“Catriona Pollard provided an informative, engaging and very practical workshop. Her passion for PR and extensive knowledge so generously shared in her presentation made an excellent contribution to this important annual event.” – Kerry Fallon Horgan

“I thoroughly enjoyed your PR presentation. It was one of the most

practical and valuable courses I have attended. I was inspired by your positive approach to business and communication. Thank you!” – Mairead Veeneklaas

“Catriona certainly knows her stuff and delivered on every objective offered in the course outline. The material presented and the depth of knowledge she displayed is priceless. I cannot recommend this course highly enough to anyone that wants to maximise their publicity. The skills I was taught during the one day workshop were immediately put in place the second I got back into the office and have already provided results. If you think PR is just about sending Press Releases, then you need to book into this course!” – Hayley Dean

“Catriona shared an absolute wealth of information, and created an atmosphere where participation was welcomed and encouraged. I would highly recommend her presentations to anyone wishing to improve their communication skills, regardless of your occupation”. – Honey Muir

“Catriona’s wealth of knowledge and experience combined with her lively and interactive presentation, meant that I was able to walk away with an outline of my PR plan and the tools to

implement into the business almost immediately. I highly recommend Catriona.” – Victoria Sharp

“Just a quick note to say thank you so much for the PR course. Susan and I got so much out of it. All best wishes and thanks again for such great info. Our little startup is much the wiser for it!” –Samantha Graham & Susan Taylor

“Her expertise and experience shone through - she knows what she’s talking about. I would heartily recommend Catriona Pollard to anyone.” – Cathy Hopkins

Catriona’s session was highly inspiring. She is very interactive and engaged with the audience. Her information was broken down into a nice bite sized pieces that we all openly discuss and share. – Deborah Harrigan

In just 3 hours, Catriona offered the insight of more than 20 years in PR industry, where she was able to provide live examples and really practical thinking to promote your company, and really think through on how you amplify your story. Just a really competent presenter who is able to inspire, I think that’s what stands out. – Angela Fox

ENGAGE CATRIONA

Engage Personal Branding, PR & Social Media author and expert, Catriona Pollard, to present a keynote, talk or practical workshop at your next conference, meeting, team training or event.

Catriona speaks with authority on a range of topics that appeal to both entrepreneurs and corporates, and for groups large and small.

To confirm speaker fee and to make a booking please get in touch:

Email: info@cpcommunications.com.au

Phone: +61 2 9460 9200

Twitter: [@catrionapollard](https://twitter.com/catrionapollard)

Facebook: facebook.com/catrionapollard

LinkedIn: au.linkedin.com/in/catrionapollard

www.catrionapollard.com

WATCH CATRIONA IN ACTION

TedX Talk: <https://www.youtube.com/watch?v=hY8k9-DosYc>

YouTube: youtube.com/catrionapollard

