

# amanda stevens

THE CONSUMER FUTURIST

SPEAKER. AUTHOR. HOST.

# WHEN insight, experience & impact MATTER.

**IN A CHANGING WORLD AND WITH AN EVER-INCREASING NUMBER OF OPTIONS TO CHOOSE FROM, SELECTING THE RIGHT SPEAKER WHO IS GOING TO STEP ON YOUR STAGE AND CREATE A TRULY EPIC EXPERIENCE FOR YOUR AUDIENCE HAS NEVER BEEN MORE CHALLENGING.**

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 nearly two decades 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. And she's funny.

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 DELIVER A PROFESSIONAL, WELL REHEARSED KEYNOTE. BUT 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. She can host and facilitate a Q&A or panel of if you're looking for the complete Amanda Stevens experience, have her MC too!

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 goes beyond 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 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. She'll also share aspects of her own personal story, making her message highly relatable and authentic.





over **1500**  
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 yellow object in her right hand and gesturing with her left. The background is a blue screen with vertical light patterns. 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

# everyday bravery

## FINDING YOUR MOST COURAGEOUS SELF.

YOU CAN'T ALWAYS BE STRONG  
BUT YOU CAN ALWAYS BE BRAVE.

This is a mantra from Amanda Stevens, who shares her deeply personal story of overcoming adversity.

Outlining an ethos for Everyday Bravery, Amanda inspires her audiences to build real resilience and achieve big things through small steps, taken consistently. Weaving her own tale of survival and that of others, Amanda will captivate your audience and connect with them on a deeply personal level and inspire them to take action, release the barriers holding them back and live their best life.

### YOUR AUDIENCE WILL LEARN:

- Why baby steps are often quantum leaps in disguise
- How to embrace change and uncertainty
- Why unforgiveness is the greatest human poison
- Why living in the past is dying in the present
- Why radical generosity is the best way to achieve everything you want in life
- How to be free from guilt and find freedom





## KEYNOTE PRESENTATION

# 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

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

## 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.

