

Kylie Chown

LinkedIn Specialist

Certified Social Branding Analyst



Speaking

Lunch and Learn

Workshops

Customised Training

Kylie is a Speaker, Coach and Trainer.

She helps businesses and professionals leverage their digital presence to impact their business and careers. She has a reputation for helping her clients achieve the results they want through strategy development, consultation, training and team member coaching.

Named in the Top 10 2018 Top LinkedIn Experts for the Asia Pacific, she is only 1 of 7 people in Australia to be Certified as a Social Branding Analyst by Reach in the USA.

She is the co-author of Connect: Leverage Your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes Per Day.

Featured In



SocialMedia
Examiner



THE
HUFFINGTON
POST



Australian
Institute of
Management



"Your presentation and contributions on the panel were great and well received by our staff. Your reflections on branding and how to get the most out of your profile also hit the mark for our staff. We appreciated your wisdom, humour, and generosity." – Acting CEO Sydney

"Once again, you had the audience hanging on to your every word. As always, you have plenty of energy and enthusiasm. The 4 people I spoke to afterwards liked your presentation very much. I guess you could tell, because of the many questions that popped up; not all talks generate that much response and interest. Well done!" – Manager, Brisbane

Presentation Topics (30-90 minutes)

LinkedIn 101: The 17 Essential Elements of an All-star LinkedIn Profile.

LinkedIn has grown by more than 17 million members in the last 16 months. It's not going anywhere soon. This presentation will cover the basics to make sure you get your profile and strategy kicked off right.

LinkedIn for Business: How to Grow Your Reputation and Reduce Your Risk.

LinkedIn offers many opportunities when executed correctly. But it can also result in negative brand perception when not utilised well. This presentation will share how you can use LinkedIn to grow your business and reduce your risk.

LinkedIn for Leads: Get More Clients and Grow Your Business.

Kylie will share her 5-step process. This is the process she uses with her clients to gain exposure through LinkedIn and leverage the platform for leads.

LinkedIn and Your Digital First Impression.

People meet you online before they meet you in person. They make decisions based on what they read and that becomes an anchor point for them. During this presentation Kylie will share how to manage your digital first impression.

LinkedIn for Professionals: Presence with Impact on your Digital Network.

A standout LinkedIn profile is essential for today's professional. This presentation will show you what you need to do today to support your career tomorrow and beyond.

Recent Speaking Events

How to grow your reputation and reduce your risk on LinkedIn – EVOLVE 2019, Brisbane

How VA's can use LinkedIn to grow their business – 10th Annual VA Conference, Melbourne

Leverage LinkedIn for leads – CPA SME Discussion Group, Brisbane.

Speaker and Panel Member – Royal Commission, Sydney

LinkedIn for Leads: Accountants and Business Advisory – Taggart & Partners

MBA Careers Week Bootcamp – University of Queensland

Leverage LinkedIn for Leads – Click Digital Expo, Brisbane

How to leverage LinkedIn to grow your business – Travel Partners Group, Gold Coast

To enquiry about having Kylie speak at your next event email kylie@kyliechown.com.au.