

# Cultivating LinkedIn for business.

Redefine LinkedIn to unlock business potential with Kylie Chown.

For attendees to equip themselves with the indispensable knowledge and skills to turn LinkedIn into a powerhouse for business. Learn the pivotal knowledge and skills to drive brand acceleration, amplify visibility and generate business leads.

Develop an ability to critically evaluate and enhance LinkedIn profiles for maximum impact. Implement structured content calendar tailored to business objectives and audience preferences. Craft compelling outreach messages that result in higher response rates and utilize LinkedIn analytics to adjust content, engagement, and lead generation strategies.

*"With the pandemic having put a stop to conferences and marketing opportunities, I needed to find someone who could help train my colleagues in the best way to use LinkedIn for pushing and sharing our marketing message. Kylie designed a specific training course for our business in line with our business model and helped me convince the staff that it was the right way to move forward."*

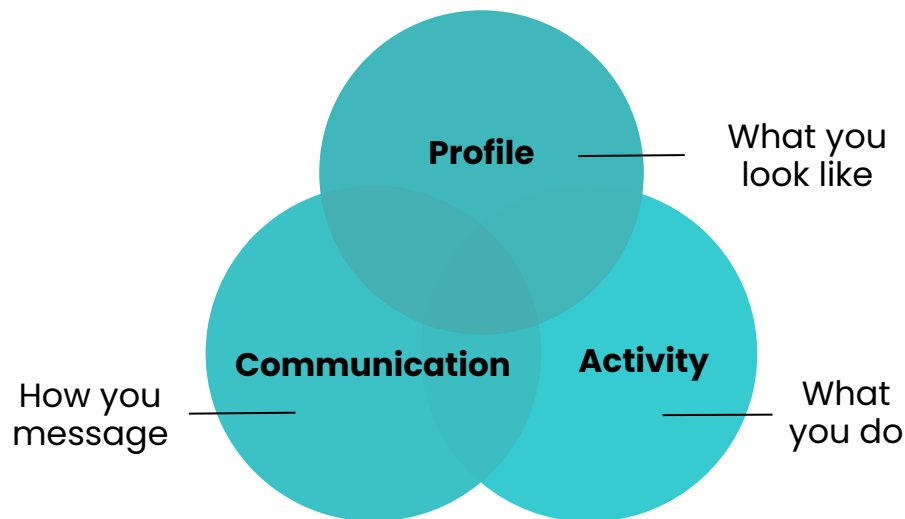
- Inhouse Training Client

## Delivery Model

Audience Professionals, Business Owners & Leaders  
Genre Business practices and social media

Duration 30 minutes to full day  
Platform Virtual or in person

**This presentation is based on Kylie's Unlocking LinkedIn for Impact framework.**



## What previous event organisers have said.

"APSAA engaged Kylie to present a professional development session as part of our 2023 Conference. Her in-depth knowledge and the useful strategies presented ensured Kylie was one of our most popular presenters. A fun, engaging and very professional experience – thanks Kylie!" Sonia Daniels, Conference Manager, APSAA.

"In the planning stages she was so flexible and understanding and really worked with us to tailor the workshop to the needs of our target audience. The workshop itself was very informative and many attendees mentioned how beneficial they found the session. I highly recommend Kylie and couldn't thank her enough for what she did for our workshop. We will definitely be contacting Kylie again for future events. Translational Research Institute Australia" – Renae Denman, Translational Research Institute Australia.

# About Kylie Chown

Speaking for Industry Conferences, Professional Associations, Events and Corporates



Kylie facilitates educational training sessions, presentations and workshops for professional associations, member groups, events and conferences across the areas of LinkedIn, Social Media and Social Media Crisis Management.

Kylie is Australia's first Certified Social Media Crisis Advisor and founder of My Digital Brand, helping professionals, businesses and corporates create a world-class digital brand.

She is the current #2 LinkedIn expert in Asia-Pac, in 2021 was awarded Best Use of LinkedIn from the Social Media Marketing Institute, and Mentor of the Year - Social Media Silver in the Stevie Awards.

Having worked with thousands of businesses and professionals in Australia, Asia, NZ and the USA, she has found that while people are great at what they do, they often don't have a strategy or struggle with sharing this confidently online.

**Kylie has spoken at and delivered workshops across Asia-Pacific, USA and the UK.**



## Awards and Accolades

- Australia's first Certified Social Media Crisis Advisor
- Certified LinkedIn Marketing Insider, LinkedIn
- Finalist, Australian Women's Small Business Champion Awards, 2023, 2022
- Mentor or Coach of the Year - Social Media, Bronze Stevie Winner, 2023, 2022
- Awarded Best Use of LinkedIn, Social Media Marketing Institute, 2021
- Finalist - Social Media Educator, Social Media Marketing Institute, 2020 // 2021 // 2022
- Finalist - Best use of LinkedIn, Social Media Marketing Institute, 2019 // 2020 // 2021 // 2022
- Number 2 LinkedIn Expert for the Asia Pacific and Number 1 for QLD, 2019
- Certified as a Social Branding Analyst by Reach in the USA
- Co-author of CONNECT: Leverage Your LinkedIn Profile for Business Growth and Lead Generation

**Kylie has been featured in publications that include.**

THE  
HUFFINGTON  
POST

theAustralian  
corporatelawyer



HRM  
ONLINE  
committed to HR news, opinion and analysis

business  
woman  
media

**[LinkedIn Profile](#) | [kylie@kyliechown.com.au](mailto:kylie@kyliechown.com.au) | 0400 324 914**