

Harnessing LinkedIn for growth and connection.

A journey to growth & connection starts today with Kylie Chown.

For attendees to step into the world of LinkedIn connection with confidence. Learning actionable strategies that amplify their professional brand visibility, forge genuine connections and relationships, and ensure continuous growth in their chosen field.

Recognise LinkedIn's unique positioning in the digital space and its advantages over other platforms through, mastering techniques to enhance LinkedIn profiles, understanding the importance of the headline, summary, and experience sections. Learn about various content types suitable for LinkedIn and determine the most effective formats for their goals and employ strategies for authentic engagement, including commenting, sharing, and initiating valuable conversations.

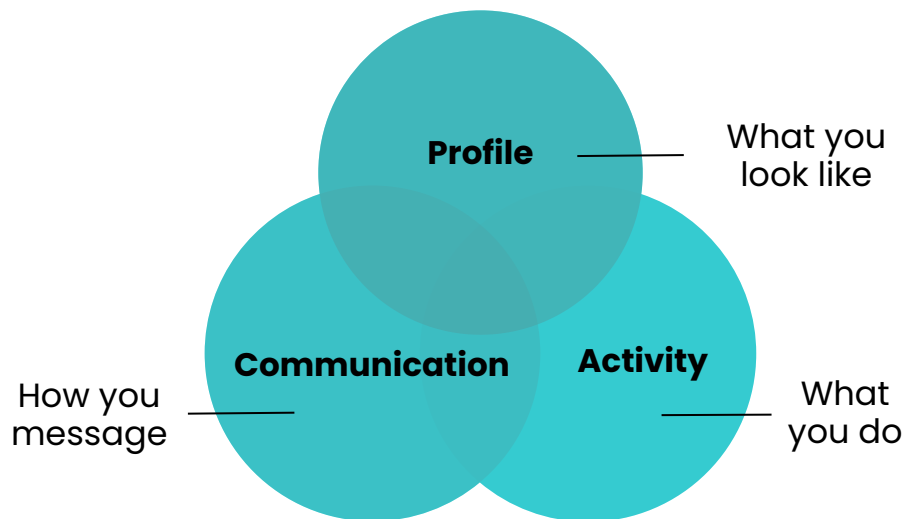
"Kylie delivered an awesome presentation for PMI Queensland members at one of our events. The audience loved her and valued her insights. We received a lot of good feedback for her stellar presentation. I look forward to working with Kylie again in further opportunities." - PMI Queensland

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
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