



Robyn Henderson

Introduction

Our speaker today is regarded as a networking strategist, author and ghost writer. She has authored and contributed to more than 25 books (including 20 on networking and business building and 3 on self-esteem and confidence building). Robyn has spoken in 12 countries and has never advertised. All her work comes from networking, referrals, LinkedIn and her website.

Her career includes over 20 years as a professional speaker, 10 years in sales and telemarketing management and 13 years in hospitality. Robyn also successfully ran women's networks for 6 years in the '90s and was listed in the Businesswomen's Hall of Fame (1997) and listed in the Top100 Spirited Women of Australia (New Woman Magazine).

Robyn was presented with the 'Speaker of the Year' award from the National Speakers Association of Australia in 1997 for her contribution to the speaking industry.

In 2000, Robyn received the prestigious Nevin Award – given annually to a member of NSAA whose accomplishments reflect the outstanding credit, respect, honour and admiration of the entire speaking profession. In 2003, Robyn was honoured to be appointed Adjunct Professor at the Southern Cross University in Lismore, NSW, Australia.

Robyn held the role of Executive Officer with the National Speakers Association of Australia from 2007- 2009 and received the 2010 Walter Dickman Award from NSAA in recognition of her contribution to the speaking industry throughout Australia and New Zealand.

With more than 10,000+ connections on LinkedIn, Robyn is passionate about social media as well as the face to face networking opportunities available today.

Please help me to welcome Robyn Henderson.

 0407 906 501

robyn@networkingtowin.com.au

PO Box 600, Tweed Heads NSW 2485 Australia

www.networkingtowin.com.au

www.writeitforme.com.au

Global Networking Strategist



Robyn Henderson

Global Networking Strategist

Books Published:

- Networking for \$uccess
- Be Seen, Get Known, Move Ahead – beginners guide to self promotion
- Networking Magic – 366 hot networking tips
- Dare to Dream
- Believe in Your Dreams
- Are You the VIP in Your Life?
- Network or Perish
- How to Master Networking (Revised and Updated)

Contributing Author:

- Masters of Networking (USA)
- Lessons in Leadership
- Understanding Influence for Leaders at All Levels
- The Obvious Expert (USA)
- What My Favourite Teacher Taught Me (Vols 1,2 & 3)
- How to Write and Sell ebooks
- Spirituality in The Workplace
- Balance – Real Life Strategies for Work/Life Balance
- The Speakers Compass
- 22 Essentials to Build Your Best Business
- The Creative Edge – strategies for 24/7 creativity
- Strategic Networking- your guide to networking excellence
- How to Run a Successful Business From Home and Stay Sane

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Biographical Information

2016-2018

- Board Member Kentish Lifelong Learning & Care Inc. (Darwin).

2013

- Completed a Diploma in Aboriginal and Torres Strait Islander Knowledge

2012

- Completed Certificate IV in Training and Assessment TAE40110

2010

- Received 2010 Walter Dickman Award from NSAA in recognition of her contribution to the speaking industry throughout Australia & New Zealand.
- Revised/update Dare to Dream - self esteem and confidence building for busy women

2007-2009

- Executive Officer for the National Speakers Association of Australia

2007

Books Published:

- The Creative Edge – strategies for 24/7 creativity
- Strategic Networking – your guide to networking excellence

2006

Books Published:

- Spirituality in the Workplace
- Balance – Real life strategies for work/life balance
- The Speakers Compass
- Network or Perish
- Networking Magic – revised and updated
- How to Master Networking – revised and updated
- 22 Essentials for Building Your Best Business



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Biographical Information

2003

- Appointed Adjunct Professor at the Southern Cross university, Lismore, NSW, Australia

2000

- Nevin Award, National Speakers Association of Australia. This is awarded annually to the member whose accomplishments reflect the outstanding credit, respect, honour and admiration of the entire speaking profession. Robyn is only the 3rd women in Australia to receive the award

1999

- Certified Speaking Professional Member, National Speakers Association of Australia

1997

- Speaker of the Year Award, National Speakers Association of Australia
- Listed in the 'Top 50 Successful Australian Business Women Hall of Fame', Australian Business Women's Network

1995

- Winning Women Award, Zonta Club of Hobart

1994

- Listed in 'Top 100 Spirited Women of Australia', New Woman Magazine



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Speaking Topics

Robyn is available for customized keynote presentations, half and full day seminars and consulting.

TOPICS INCLUDE:

THE POWER OF NETWORKING

- Getting the face to face & social media mix right
- The do's and don'ts for effective networking
- The psychology of networking — how, why, when and where it works
- Turning business cards into business
- How to continually move out of your comfort zone
- How to enjoy attending networking functions and turn business cards into business

7 KEYS TO FORMING STRATEGIC ALLIANCES

- The do's and don'ts of strategic alliances
- 3 main reasons why formal and informal alliances fail
- How to know what to offer a potential ally
- When to walk away from an alliance
- The ethics of deal making in a global marketplace

BE SEEN, GET KNOWN, MOVE AHEAD

- How to build an online & offline profile in a small or large community
- Become a memorable sphere of influence without being pushy
- The power of recognition and the WOW factor
- The importance of nurturing media contacts
- The difference between success and failure and the importance of persistence



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HOW TO GENERATE ENDLESS REFERRALS

- Soft skills create record profits
- Understanding the universal law of reciprocity
- The difference between a tip, a lead and a referral
- How to effectively maintain a database of prospects and clients
- The power of advocacy and its importance in referral generation

HOW TO CREATE BUSINESS FROM LINKEDIN

With more than 10,000 connections, Robyn knows how to:

- Continually increase your connections with quality contacts
- Use LinkedIn to build your on-line presence
- Drive more traffic to your website
- Reconnect positively with lapsed clients and contacts
- Become a top influencer
- Strategically participate in niche groups
- Convert inmail to business

OTHER TOPICS INCLUDE:

- Forensic Networking Codes & Systems
- Networking For Career Development
- Unlock The Entrepreneur Within
- Network Or Perish
- Profiting From Non Traditional Networking
- How To Write Non Fiction Books That Sell
- How To Build A Speaking Career From Scratch
- Writing For Busy People

Note: All the above can be adapted as keynote presentations or half or full day seminars. Consulting is available on the above topics for a minimum of a half day session.



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7 STAGES OF NETWORKING AND BUSINESS DEVELOPMENT

STAGE 1: WHAT IS IT?

What is networking, why does it work, who makes a great networker, what do they do and how does this information apply to your personality? Where does networking fit into the firm's future? Overcoming objections "I didn't join this firm to be a sales person!" The great news – master networkers don't sell, they connect with others. This stage includes practical time efficient systems to ensure you continually expand your network as well as maintain what you have – starting with a networking audit and moving through to a six month networking plan and self-networking tracker to measure the results.

STAGE 2: WHERE DOES NETWORKING SIT IN MY WORLD?

Having identified your substantial networks – both personal and professional via your networking audit, who do you want to refresh connections with, what are your options here and why will you bother? What are your goals and how can networking assist you to achieve them? The death of six degrees of separation and the birth of two degrees of separation. Values and ethics form the foundation of your networking activity. How to place a value on your personal brand and reputation in the marketplace. Observing traits of master networkers and adapting the essentials and considering inclusion of the non-essentials.

STAGE 3:

IF YOU ARE NOT HAVING FUN – YOU ARE NOT DOING IT RIGHT!

Taking the fear out of attending networking events – business and social. What makes a great conversationalist and how can you engage people within seconds of your opening line? How to approach total strangers easily and effortlessly. Entrances and exits and the part they



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play in maximising your event attendance. The importance of acting like the host at all times – not the guest. Where are the key players and spheres of influence located at every event? How to juggle food, drinks, business cards and networking. The importance of placing more value on your passions, life experiences and wisdom and valuing what you have to contribute to conversations. Removing the “just a...” from your conversations.

Understanding the 3 P’s of attending a networking event – Preparation, Pro-active attendance and Professional Follow up.

STAGE 4: **AVOIDING NETWORKING BLINDSPOTS**

What are your networking blindspots and why might they be sabotaging your results? How you can eliminate current, and prevent future, blindspots. How you can create simple, time efficient systems for follow up and keeping in touch with your various networks. The power of WOW - but first you have to know what is important and of interest to your clients and internal networks. How to work strategically towards nurturing your networks and strengthening your connections with key players.

Asking for help before you need it. Raising awareness of support staff, executive assistants and why they are powerful gate-players to befriend. Understanding the graduate and future leader’s link and tapping their vast networks now – rather than waiting for them to make partner or senior manager.

STAGE 5: **REVENUE ENHANCEMENT & GENERATING REFERRALS**

The benefits of growing your clients’ business as well as the firms. How to network comfortably within your client’s organisation and on-site. Why revenue enhancement has become the new added value, client for life strategy that takes less than 5 minutes per day to implement.

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Identifying your advocates – internally and externally and initiating regular connections with them for mutual benefit.

How to track referrals, give feedback to the referees and fast track the potential alliance. How to protect yourself from a bad referral and what to do when the referee does not meet your expectations. How to cross network within organisations and generate internal and external referrals

STAGE 6 :

STRATEGIC ALLIANCES & HOW TO MAKE THEM WORK

Pitfalls to avoid with prospective allies. How the small fish can turn into the big fish quickly once you prove yourself. Avoiding risk with allies and the importance of quality not quantity. “To go fast go alone to go far go together” – *African proverb*. How this applies to your career as well as your own alliances.

The difference between networking and strategic alliances. 3 main reasons alliances fail and how to ensure yours work. Your measurement tool and when to identify the alliance has failed for now or for good – and it's time to walk away.

STAGE 7: FORENSIC NETWORKING

What is forensic networking and why has it become the key business development tool for rainmakers? The bigger the client, the slower the decision theory and how to crack that code. Identifying the new business prospects that will be worth the time, effort and energy required to secure them. Reaching agreement on the length of time required and allocated to secure new business. Celebrating your success!

All presentations are interactive, informative and memorable.

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7 STAGES OF NETWORKING AND BUSINESS DEVELOPMENT PROGRAM

Robyn offers all clients the Speaking Plus package which includes the following options:



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Robyn's Resource Centre also includes recording podcast/webinars sessions. These can be customized to suit your individual requirements.

Possible Webinars/Podcasts With Robyn Henderson

As a follow-up to a conference presentation, or as a stand alone program - monthly or fortnightly podcasts/webinars are available. These will run for 30-45 minutes. We encourage clients to record these sessions so that they can be added to your resources centre.

This is a selection of possible topics. Additional titles can be prepared to meet your objectives. These programs are customized for your organization and run at a time and day to suit your requirements.

Topic :

- **Networking overview** and why it accounts for 85% of business in the marketplace. What is networking? How and why it works?
- **Where to find new business** - PLUS Reactivating past customers and referral sources. Tapping *LinkedIn* successfully.
- **Networking effectively at functions** - PLUS Conversation starters
- **4 Do's and don'ts at functions** - PLUS Turning business cards into business and the importance of following up and keeping in touch

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- **How to make 'small talk' – anywhere, anytime**

Identifying spheres of influence in your community and networks
PLUS Being remembered positively by spheres of influence.

- **Client Retention & Referral Generation**

The importance of client retention PLUS generating endless referrals from current clients. Cross networking clients easily and effortlessly.

- **Client Loyalty**

Select innovative ways of acknowledging client loyalty
Keeping in touch without being pushy PLUS the power of recognition.

- **Systems are the key to your business growth:**

Simple systems for keeping track of business cards
Tips on remembering names and personal information
Time efficient follow up tips

- **The hidden referral market**

How to cross network within a client's organization
Power of hand-written notes
Revenue enhancement - making money for your clients

- **How to expand your networks and customer base –**

Expanding your networking within your community
Identifying key players within organizations and how to build sustainable relationships

- **Goal Setting**

Linking your goal setting with your networking
The power of written goals – PLUS a 5 minutes per day healthy habit with dramatic results. Identifying goals in seven areas of your life

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- **Strategic Alliances**

10 keys to forming strategic alliances PLUS
The No.1 reason why strategic alliances fail

- **Audit your Strategic Alliances regularly**

How to cut an alliance that is going nowhere
The importance of time lines and exit clauses
How to ensure an R.O.I from all your alliances

- **Who can you form a strategic alliance with?**

How to identify potential allies - The reason for quality alliances not quantity PLUS How to ensure commitment from all players - The need for a driver and completer

- **Decision Making**

Why being a strong decision maker can help you grow your business and improve your life PLUS fool-proof 5 step decision making tool to implement immediately

- **Dare to Dream**

Self esteem and confidence building for busy people.
How to value yourself more and charge accordingly. PLUS How to say no without feeling guilty – how to get more time for you every day.

**This is a small selection of the
podcast/webinar topics available.**

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Fee Schedule

Presentations are specifically tailored for:

- conferences (both public and internal)
- industry associations/events
- in-house training sessions
- networking activities – quizzes, interactive games

Keynote Presentation: 45 – 60 minutes **\$5500**

Half Day **\$6600**

Full Day **\$6600**

All fees quoted include gst and are quoted in Australian dollars

Your investment includes:

- Post event email networking support
- Networking ebooks & podcasts
- Quality workbooks
- Copies Robyn's networking ebooks

International engagements include corporate fee, plus business class air travel, accommodation and travel expenses.

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Testimonials What People Say About Robyn!

YOUAREASTAR!! What a fabulous presentation. The only problem was our time constraints - we could have taken hours more of your time. The content was great, your delivery engaging and the results are already coming in. We hope we can see you again in the near future.

**Managing Director
Asset Management
Hong Kong**

Thank you for your presentation at the National Conference of Office Professionals. Your presentation, Be Seen, Get Known, MoveAhead, was ranked by many participants as one of their favourites.

**Conference Management Officer
Qld University of Technology**

On behalf of Women Trading Globally, presented by Royal Bank and the Global Banking Alliance, I would like to express our appreciation to you for joining us in Vancouver as one of our distinguished 'Meet the Experts' presenters. The afternoon was impactful and meaningful.

**Executive Director for Women Trading Globally
www.WomenTradingGlobally.com**

Thank you for your presentation at our 'Capacity Building Training for Iraqi Businesswomen'. We have received excellent feedback from the Iraqi and Jordanian delegates. Congratulations on a job well done!

**Task Manager
Foreign Investment Advisory Service
Washington DC, USA**

On behalf of the Board of Directors of the American Chamber of Commerce in Australia, I would like to thank you for presenting to our members and guests. Your presentation furthered our objective to provide direct access to key people and vital information. Our members were very impressed by your thoughtful presentation. Thank you once again.

**General Manager NSW
American Chamber of Commerce in Australia
Sydney**

Many thanks for your enjoyable presentation at our recent annual conference on the Gold Coast. The content of your presentation was very topical and will be of great assistance to our members as they expand their networks and capitalise on your many suggestions.

**Chief Executive Officer
FASA
NSW**

Congratulations on your presentation at this morning's Business Success Breakfast. I have copied your article The SurefireWay to Generate Referrals for our Brisbane Staff.

**Director
KPMG**

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Just to let you know what has happened as a direct result of attending your seminar two weeks ago: I have joined 3 new networks.

One of these networks has led to several great contacts and one potential corporate relationship. A participant at your workshop has contacted me and has since become a client.

I have had 3 new referrals and have given away twice as many.

I am having some stationery and business cards printed.

I have felt relaxed, confident and excited at the 3 networking events I attended this week.

Thank you. I am continuing to benefit from that powerful half-day and have referred several of my clients to you!

Principal
Oystercorp
Melbourne, Australia

Well! What can I say? Thank you so much for presenting at our Customer Services Conference. Your input and participation really helped to make it a success. I would be honoured to recommend you for similar conferences. Feedback indicates that we certainly achieved our objective and provided a fun learning environment, based on solutions, options and successes. Thank you for the time and effort you put in. It is much appreciated.

Organiser
Customer Service Conference
New Zealand

Thank you so much for your address at the Tourist Training Australia's National Trainers' Conference. The Conference was a huge success in terms of information and networking. Your time and support is greatly appreciated. We look forward to working with you again.

Executive Officer
Tourism Training Queensland
Australia

Thank you for all your work on Women's Health Day. The feedback was very positive. The women enjoyed themselves and learnt many things about self-nurturing - some great comments were made about your talk over lunch. The women took away valuable tips on building self esteem and the need for balance in their lives.

Community Programs Coordinator
Donvale Living and Learning Centre
Melbourne, Australia

Thank you for participating in IABC's Silent Auction. Much progress is being made in enhancing our online member services thanks to your generosity. Your support is greatly appreciated.

Silent Auction Chair
International Association of Business Communicators
San Francisco, USA

I write to extend our appreciation for your appearance at the Awards Dinner. Many guests commented on your inspirational message and the sincerity of your presentation.

General Manager, Marketing & Resource Development
Lifeline, Macarthur, NSW

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Again our Chapter is in your debt. The President and members have asked me to pass on their sincere appreciation for your contribution over these past weeks. Your presentations strike a real chord with all who attend, whatever their level. Not only do you give practical information on business building, but you offer advice on life skills which you take from your own experiences. There is little point in wishing you success your planning, ability and determination have ensured that is so. We wish you good health, generous clients and vintage days!

Secretary
National Speakers Association of Australia
Western Australia Chapter

Thank you for your wonderful efforts in conducting our Network or Parish seminar. All responses from attendees have been favourable and all congratulate you. Our staff have indicated that it was one of the best seminars they have attended. Thank you for helping to make the seminar so successful.

Moore Stephens HF Services
Melbourne, Australia

Sincere thanks for being the guest speaker at the Women in Business dinners in Darwin and Alice Springs. The feedback has been positive, with attendees commenting that your presentation was interesting and extremely motivating. Your audience appreciated your input about networking and the importance of 'small things' and 'giving in abundance'. I look forward to discussing future workshops in the regional centres of the Northern Territory.

Chairman
Business Women's Consultative Council
Darwin, Australia

Sincere thanks on behalf of the BNZ Private Bank team for your motivating and inspiring presentation which helped make our conference such a success. We have had positive feedback - all enjoyed your presentation style. Many delegates have more confidence in developing their networking skills and individual networks, while the skills and strategies you presented have enabled them to achieve greater success. We look forward to working with you again.

Head of Private Banking & Financial Planning
Bank of New Zealand
Auckland, New Zealand

On behalf of the NSW Committee, thank you very much for your presentation to our members. We very much appreciated your time. Your input was most interesting and the members I spoke to found your advice beneficial.

RICS Australasia
Sydney, Australia

Wow...what a fun and wonderful night for our members and guests! Thank you for your fantastic effort. The feedback from the 140 attendees has been great. Our members and guests connected well with you and your message. Your presentation was fun, informative and full of your insights as a speaker and veteran of this industry.

President
NSW National Speakers Association of Australia
Sydney, Australia

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We want to thank you. Everyone thoroughly enjoyed your presentation.

Director
Australian Funeral Directors Association
Perth, Western Australia

Thank you for your recent presentation to the 4BC Sales Team in regard to networking skills. The feedback I have received from the Direct Sales Representatives has been extremely positive. It is plain that the time you spent will be extremely beneficial in the future. The simple skills of being able to 'work' a room or a group are skills which all too often are learnt the hard way or not learnt at all. Thank you Robyn. I look forward to our Sales Representatives being involved in your presentations in the future.

General Manager
Radio 4BC Brisbane
Brisbane, Australia

On behalf of the MIAAACT Branch I am writing to thank you for presenting the Networking to Win professional development seminar. The seminar was a resounding success and the expertise and energy you put into the presentation was reflected in the positive feedback we received from participants. Your presentation was not only educational and informative, it was also entertaining and inspirational. Your book is also a fantastic reminder to participants and will help them implement the lessons learnt. Your efforts and generosity are greatly appreciated. Thank you for your time and commitment.

Branch Executive Officer
Meetings Industry Association of Australia, ACT Branch
Canberra, Australia

Thank you for your Networking presentation at our annual Asia Pacific Group Conference. The session was attended by a broad spectrum of associates from our different offices in the region. The group found the presentation interesting and thought provoking, and your presentation style accessible and entertaining. They left the session with fresh ideas on how to maximise their networking opportunities. Thank you again for your professional approach.

Communications Coordinator
Coudert Brothers, Solicitors and International Attorneys
Sydney, Australia

Thank you so much for an inspiring and appropriate presentation to members and guests on the occasion of our AGM.

West Australian State Committee
The Australian Institute of Banking and Finance

On behalf of the Board of Directors of the American Chamber of Commerce in Australia, I would like to thank you for presenting to our members and guests. Many of our members have complimented you on a fantastic presentation. They all gained valuable information from the seminar and have asked that we do a follow-up next year. It seems that each individual gained different benefits from the presentation. We thoroughly enjoyed this event and appreciate the time you have taken from your busy schedule. Thank you once again.

Function Coordinator
American Chamber of Commerce in Australia
Sydney, Australia



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This is a note to say how much I appreciated your involvement in MIAA. You showed first hand how professional you are.

**Group Managing Director
Intermedia Convention and Event Management
Queensland, Australia**

We wish to thank you for your significant contribution to the overwhelming success of the Meetings Industry Association of Australia National Conference. Feedback from delegates has been particularly positive. Your commitment in time and effort in preparing and presenting Seven Keys to Forming Strategic Alliances is most appreciated. Many delegates remarked that your session was one of the highlights of the conference.

**Conference Chair
MIAA
Australia**

Just a short note to thank you for attending and speaking at our Brisbane Central Luncheon at the Brisbane Parkroyal. The event was enjoyed by all those in attendance and provided a wonderful opportunity for the promotion of your latest book Be Seen, Get Known, MoveAhead. . I have had nothing but positive feedback on your presentation and what an excellent speaker you are.

**Founder and Managing Director
Women's Network Australia**

Many thanks for the marvellous tapes and for your inspirational presentation.

**Award Advancements
Melbourne, Australia**

Thank you so much for your inspirational and motivational presentations. Your audiences benefited from your experiences and your 'hip-pocket' strategies. One job seeker commented that an employer who was constantly requesting young staff suddenly realised that he might be better off employing as they were his customer base. Great stuff! There is no way that any amount of marketing or persuasion from us would have yielded such positive results in such a short time! You presented solid, valuable information that reached a wider audience because it was highly relevant and meaningful. Thank you. We look forward to working with you again. Your practical approach was a breath of fresh air for baby boomers.

**Business Manager
WorkDirections
Port Macquarie, Australia**

Thank you for the major role you played at our Women Managing in the Public Sector Conference. Your morning workshop was entertaining, informative and got the conference off to a great start. Throughout the rest of the day you kept the conference moving and were a wonderful MC. As if this wasn't enough, your generosity in rewarding all delegates with one of your books was greatly appreciated. All delegates commented on your excellent performance and appreciated the way in which you got everyone involved and participating and encouraged them to network. There is no doubt that this was our best conference ever!

**Manager
Public Sector Development
Sydney, Australia**



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On behalf of the Meetings Industry Association of Australia (West Australian Branch) I would like to thank you for your excellent presentation at the MIAAWA The Real Perspective Seminar. We appreciate the effort you put into making this seminar a memorable and enjoyable one for all concerned. The feedback expressed how much attendees enjoyed your presentation, reinforcing how important it is to be involved and networking to create strategic alliances in our industry. Thank you again for your support. We look forward to your continued involvement.

Branch Development Officer
Meetings Industry Association of Australia, West Australian Branch
Australia

Your audience was a hard crowd of professionals who had enjoyed themselves a little too much the night before. It was a credit to your teaching ability that you were able to capture everybody's interest, but more importantly, give them some solid income-producing ideas to take away with them. Thank you once again and good luck (as though you need it) for the fast approaching new financial year.

Executive General Manager
L.J. HOOKER

On behalf of the AAAA I am writing to express our appreciation for your very important contribution to the success of the International Conference. Your address was thoughtfully presented and most relevant to the topic. Many complimentary comments were received from delegates in relation to your Plenary Session. I add my congratulations and sincere thanks for the time and effort you spent in attending the Conference, your willing cooperation, your enthusiasm and your very professional presentation.

Executive Director
Australian Automotive Aftermarket Association Ltd

You certainly made a great impression on The NSW Professionals with your presentation. Many of the attendees at the workshop commented, not only on the valuable information you armed them with, but on the most pleasing and entertaining manner of your presentation. Great to see that you have a new book coming out - it's sure to be a success.

Membership Services
The Professional State Office

We want to sincerely thank you for your contribution to the Mortgage Choice Annual Conference. Your professionalism and ability to keep everyone entertained while providing useful information was impressive, and certainly helped ensure that our conference was a tremendous success.

Managing Director
Mortgage Choice

I want to say thank you for your interesting, useful and inspiring talk on networking. Personally, you gave me a lot to think about, and others have commented that your talk was very relevant, both on an individual and group level. and your input about zones in a room were very helpful. Act like the host, not the guest

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