



# Mel Kettle

## Conference speaker



*Creating community through meaningful marketing*

# Profile

Mel Kettle is a marketing consultant, an engaging speaker and an expert in doing business in a digital age.

Mel has over 20 years experience in working with organisations to help them create communities using meaningful marketing. She is passionate about integrating proven marketing and social media strategies to help her clients achieve their business goals.

Offering a down-to-earth and practical approach in her presentations and workshops, Mel includes relevant case studies, practical tips and easily-actionable advice so outcomes can be achieved.

Today she works with a diverse range of industries to help them create communities from engaged stakeholders. Her clients are a mix of corporates, government, small business, not for profit, and span industries as diverse as construction, transportation, food and wine, financial services, health and beauty, information management, human resources and law.

Mel backs up her experience with a Bachelor of Arts (Tourism) and a Master of Business (Marketing) and her practical knowledge is enhanced through membership of organisations including the Australian Marketing Institute and the National Speakers Association of Australia.

She sits on the Board of the Queensland Choir, and actively volunteers her time to a range of other worthwhile causes. During the floods throughout Queensland in January 2011 Mel was actively involved with [Baked Relief](#) for which the Queensland Government awarded her a Queensland Disaster Hero Medal.

In her spare time Mel is a passionate cook, a budding photographer and she writes a food blog, [The Cook's Notebook](#).



## What people are saying...

“Mel Kettle spoke at a series of industry workshops on “Leveraging Your Business Around Social Media”. Mel was an extremely popular presenter out of our panel of industry experts in terms of content and speaker quality, and her knowledge and style was excellent. I recommend Mel as a high quality, entertaining and engaging speaker. I would also recommend her highly to any firm who wanted to improve their understanding of social media and learn how to leverage this to grow their business.” **David Jordan, Principal Industry Development Officer, DEEDI**

“Mel's session provided excellent background on the growing use of social media for business, delved into the various social media technologies, their use and demographics. Mel also presented some case studies and examples to help show the power of using social media for small business to build stronger relationships with clients and prospects and also generating leads. Mel showed how social media isn't something to be scared of or daunted by. Mel's presentation style was lively and engaging. I would strongly recommend Mel for businesses looking to gain an edge over their competitors.” **Aeron Thomas, AXA Financial Advice Network**

“I am not only very impressed with Mel's understanding of marketing theory but I like the way she has a down to earth, practical marketing approach - she delivers marketing and communications work focused on targeted results. I watch and learn from Mel in the area of social marketing and think she is a real innovator in this area and I also think she is a brilliant networker - both astute and genuine.” **Anita Beasley, Director, Development, emberin**

“I first saw Mel speak at a Networx event in Brisbane. Since then, I have been closely following her tweets for up to the minute advice on what is happening in all things business. Her expertise shines through when it comes to social media. She is all over it, and is very entertaining when discussing it. I look forward to further events with Mel.” **Rhys Furner, Digital Marketing Consultant, Reload Media**

“I recently had the privilege of attending a workshop facilitated by Mel on Marketing Tips for Business. As a small business owner, marketing is something quite new for me. Not only did I take away lots of great information, but Mel gave me some great tips that have lead to fantastic exposure for my business with potential new clients.” **Michelle Ross, HR and Talent Management Consultant and Owner, Innovate-HR**

“Mel Kettle gave an engaging and entertaining workshop about low cost marketing. Mel was a wonderful speaker, she was confident and interacted naturally with the audience. Her style was conversational and her language was simple, yet effective – not confusing the audience with unnecessary jargon. Instead she provided simple, yet effective strategies that all audience members could implement into their businesses. Mel's advice really helped these business owners to take a new, fresh look at their marketing activity. The room was buzzing after her talk and I had so many wonderful comments from members afterwards.” **Kylie Welsh, Founder, Brisbane Woman**

“Just had to let you know that I put out a new online newsletter a couple of days ago using MailChimp (just love it) with Facebook and Twitter links and our daily online sales actually tripled. Thanks for the very useful advice.” **Stacey King, Nature Pacific**

# Working with Mel

If you're organising a conference you want speakers who:

- are reliable, accommodating, versatile, knowledgeable and entertaining
- are focused on helping you achieve YOUR outcomes
- interact with your audience and involve them with stimulating discussion
- educate your delegates with leading-edge ideas and practical advice.

As a regular presenter at events of all sizes (and as a former event and conference manager), Mel Kettle understands what conference organisers need. Mel's goal is to help you make your conference or event a success!

Mel offers a down-to-earth and practical approach in her presentations and workshops. She includes relevant case studies, practical tips and easily-actionable advice that delegates can use immediately.

Mel loves getting out and interacting with the audience. She is more than happy to join participants for breaks and meal times, pre and post presentations.

Mel's travel arrangements are straight forward, and she generally organises them herself - or she can have the costs included in a package price to help you plan your budget in advance.

Mel is also very active with social media. If it's appropriate, she can help promote your event via her:

- Website <http://www.melkettle.com.au/speaking>
- Twitter <http://twitter.com/melkettle> (over 3,500 followers)
- Facebook <http://www.facebook.com/MelKettleConsulting>
- LinkedIn <http://au.linkedin.com/in/melkettle> (over 500 connections)
- e-newsletter (nearly 400 subscribers)

## **Ideal audience**

Mel loves speaking to and training business owners, consultants, marketing teams, sales teams, franchisees, teachers, managers and leaders. She also enjoys running customized in-house immersion days for organisations.

## **Audience size**

Mel is comfortable speaking in front of as few as five people up to large audiences with a few thousand.

# Topics

This is a selection of the topics that Mel can deliver on marketing, networking and social media. She can tailor these topics to suit your audience - and deliver them as a keynote, concurrent session or workshop. Ideally the sessions will range in time from 30 minutes to 3 hours.

## Marketing 101

Marketing is essential for the growth of any organisation. But exactly how DO you market your product, your service and the key people in a meaningful way? This session focuses on what the average small business, with limited time and money, can do to market itself effectively. Key learnings are:

- why marketing is essential for your business
- how to identify your target market
- a range of effective and low-cost marketing tools that you can start using immediately
- how to create a simple, yet practical marketing plan with goals and objectives, target market, key messages, tactics and tools, an action plan and evaluation measures.

## Low cost marketing

Marketing is essential to the success of all businesses, but few businesses today have the mega-bucks to run a glitzy marketing campaign. This presentation is packed full of practical tips and real life examples so you can maximise the use of your limited budget and grow your business. Learn:

- what should be included in a simple marketing plan
- how to maximise referrals
- what social media tools are right for you
- simple networking tips.

This presentation is popular with start-ups and new businesses, small business owners and franchisees.

## Build brand YOU - market yourself to success

Building a personal brand isn't just for celebrities, sports stars or politicians. It's for everyone who wants to succeed in business. Your brand reflects on how people perceive you and on their thoughts, feelings and ideas about you. Does the brand you are building reflect what you really want people to think of you? Are you clear about your value? Are you reaching your true potential?

Participants will learn how to:

- create a personal brand to position them for greater career success
- use their personal brand to increase their influence and promote their value
- leverage social media to build a personal brand
- create more opportunities for themselves

This presentation is suitable for managers and leaders, job seekers, business owners, speakers, authors, musicians and more.

## Doing business in the age of social media

The internet and social media has completely changed the rules of business. Speed and agility are what counts in today's business world. Clever marketers are instantly engaging their customers using content-rich websites, video, blogs, Facebook and twitter. Learn how to get an advantage over your competitors by opening new channels, connecting with your customers and engaging your market.

This workshop is for business owners and marketers who have a fundamental understanding of social media and want to understand how to create a strategy to use it more effectively. Filled with case studies and real life examples, this practical presentation explores the new way of doing business today. Participants will learn:

- the benefits and challenges of blogging, LinkedIn, Facebook, Twitter, Flickr and YouTube, and how to choose which ones are right for their business
- how to incorporate social media with the existing marketing activities
- how to understand your return on investment
- the importance of having a employee social media policy and what it should include.

## Social media - do you act or react? Simple steps to developing a practical social media policy

Social media is the number one activity on the web today and it has completely changed the rules of how we business. Speed and agility are what counts in today's business world. Clever marketers are instantly engaging their customers using content-rich websites, video, blogs, Facebook and twitter. If your organisation doesn't have a social media plan (regardless of whether you are even using it!) you run the risk of your brand being hijacked!

This session outlines what what a social media plan is, why it is important, and what you should be including in it. Learn how to get an advantage over your competitors by opening new channels, connecting with your customers and engaging your market. Filled with case studies and real life examples, this practical presentation explores the new way of doing business today. Participants will learn:

- how to define social media goals and objectives and align these to your business needs
- ways to engage (and enforce) social media with your employees
- the benefits and challenges of group buying sites such as Groupon and Cudo, blogging, LinkedIn, Facebook, Twitter, Flickr and YouTube, and how to choose which ones are right for your business
- how to incorporate social media with your existing marketing activities
- how to understand your return on investment.

# Audio Visual Guidelines

The following specifications are given as a **guideline** to help you plan your event, they will vary depending on the size of your audience and venue.

## Less than 50 pax audience

- Data projector for computer output: Front or rear projection and screen suitable for audience and venue
- Mel uses an Apple MacBook Pro which she runs from the lectern. Please ensure VGA to lectern
- Lectern for the computer. VGA to be placed on the right hand side of the stage, if you were to face the screen
- Mel runs sound from her MacBook. If there is not an audio technician in the room please organise PC audio with a 3.5mm jack and stereo output placed at the front of the room so Mel can operate the levels herself
- A high speed internet connection (depending on presentation).

## More than 50 pax audience

- Wireless lapel microphone
- Data projector for computer output: Front or rear projection and screen suitable for audience and venue
- Mel uses an Apple MacBook Pro which she runs from the lectern. Please ensure VGA to lectern
- Lectern for the computer. VGA to be placed on the right hand side of the stage, if you were to face the screen
- Mel runs sound from her MacBook. If there is not an audio technician in the room please organise PC audio with a 3.5mm jack and stereo output placed at the front of the room so Mel can operate the levels herself
- A high speed internet connection (depending on presentation).

# Terms & Conditions

- Upon tentative booking a tax invoice of 50% of the presentation fee will be generated and sent to you electronically, as well as a Speaking Agreement summarising booking details.
- To confirm a booking:
  - a 50% deposit is required
  - a signed Speaking Agreement is to be returned either by mail or email.
- The balance of the presentation fee will be due 7 days prior to the presentation date.
- Mel tries to simplify her travel requirements for event organisers. She can arrange them herself (after discussing options with the client) or have the costs included in a package price to help budgets that are planned in advance. Expenses to be paid for by the client include:
  - Airport transfers (please provide cabcharge vouchers where possible)
  - Flights
  - Accommodation
  - Meals if overnight travel is required.
- Often Mel will want to invite 1 or 2 guests to watch her session/s only. These guests will be approved by the client and will come from non-competitive businesses.
- Mel always asks for a testimonial after a presentation and if appropriate will also ask for referrals.

## Flight information

- Mel is prepared to drive for up to 3 hours each way for a speaking engagement. Travel greater than this will require an airfare to be provided.
- Mel travels 'Business Class' on all flights over 3 hours.
- Mel is a Qantas Frequent flyer: #1927571
- Mel's seating preference is to be in an aisle seat as near the front as possible

## Accommodation Requirements

- Non smoking room
- Mel prefers a 2.00pm checkout for AM presentations where possible.

## Recording and Copyright

- Mel is always happy for her presentations to be recorded, provided that a copy is provided to her afterwards and that she is allowed unlimited distribution of her session only.
- Flash photography is permitted at any time. Where possible please supply a copy of the pictures to Mel.

## Cancellations

- If cancelled and notice is given twenty or more working days prior to the engagement date, no fee is payable and the deposit will be refunded to the client. Alternatively the program may be transferred to another mutually agreed date.
- If cancelled and notice is given within ten to nineteen working days prior to the engagement date, a 50% confirmation deposit will be retained.
- If cancelled and notice is given within nine working days prior to the engagement date, 100% of the full confirmed investment will be payable; a final invoice will be forwarded for payment within 7 days.
- In the event that the client has to cancel the engagement date/s, then any training resources such as products, workshop materials, venue hire payments and other expenses arranged and purchased on behalf of the client, will be invoiced for full payment to the client.
- In the event that the speaker has to cancel the agreed engagement, all monies paid will be refunded to the client. Alternatively the program may be transferred to another mutually agreed date.