

# TREVOR YOUNG

Tell your story.  
Grow your audience.  
Make your mark.



## SUGGESTED TOPICS

- **BECOMING A 'CONNECTED' BRAND:** *How to cut through and stay relevant in a noisy, always-on digital world*
- **BEYOND THE SOCIAL MEDIA HYPE:** *A no-nonsense guide for making social media work for your business*
- **PERSONAL BRANDING FOR BUSINESS PROFESSIONALS:** *Building visibility, influence and trust in a social age*
- **PRACTICAL CONTENT MARKETING FOR BUSINESS:** *Tell your story, grow your audience, build your brand and your business*

## WHAT OTHERS ARE SAYING

### PARTICIPANTS OF GLEN EIRA CITY COUNCIL SMALL BUSINESS PRESENTATIONS >>>

- "Brilliant, thank you lots of ideas."
- "Excellent"
- "Amazing, engaging and mind blowing content and presentation."
- "Fantastic"
- "Great presentation."
- "Excellent. Very well informed. Great Communicator."
- "Very good, passionate and engaged."
- "Excellent; spoke clearly; easy to follow content."

### EVENT ORGANISERS >>>

- "Trevor delivers great content that the audience loves." - **Enoch Ko, University of Melbourne Alumni Association**
- "Trevor is one of the best facilitators out there at the moment. He is an absolute pleasure to work with, from start to finish." - **Neil O'Sullivan MPRIA, Executive at Public Relations Institute of Australia**
- "(Trevor) is a very engaging presenter and has an exemplary grasp of his subject matter." - **Richard Dunkerley, Head of Marketing, Life and Investments, Zurich Financial Services Australia**

## PRIOR ENGAGEMENTS

- Victorian Tourism Industry Conference
- Nursery and Garden Industry Victoria (NGIV)
- Australian Physiotherapists' Association
- Smartline Personal Mortgage Advisers Conference
- NAB National Small Business Summit
- La Porchetta Franchisees' Conference
- Australian Financial Services National Conference

## ABOUT TREVOR

Trevor Young is known as the PR Warrior.

A former journalist with over two decades' professional public relations practice under his belt, Trevor helps companies, organisations and individuals tell their story, grow their audience and build their brand and their business using social media and online publishing platforms.

Trevor has been on the frontline of the communications revolution since 2007 when he established *PR Warrior*, his popular marketing blog that has been listed several times by Smart Company as one of Australia's top business blogs, and twice been a finalist in the Australian Writers' Centre's Best Blogs in Australia competition.

As a pioneer of Australia's social media scene, Trevor has been an active educator through blogging and podcasting as well as public speaking, workshops and via media interviews with the likes of Channel 7, Sky News, The Age, ABC Radio and The Australian.

His book 'microDOMINATION' - out now through Wiley Publishing - shines the spotlight on a new breed of creative entrepreneur who is strategically leveraging social media and content marketing to build a mini-business empire around their personal brand.



**BOOK TREVOR TO SPEAK:** Email [trevor.young@prwarrior.com](mailto:trevor.young@prwarrior.com) or phone 0412 368 683 (website: [www.prwarrior.com](http://www.prwarrior.com))