

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 was keynote speaker at our #Digitalks Sydney event. It was a resounding success and the feedback was fantastic!" - Carolyn Hyams, Firebrand Talent/Aquent*
- *"Trevor has an incredible ability to speak to people in a way that makes them sit up and pay attention." - Janelle Ryan, The Little PR Company*
- *"(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

- The Adviser Digital Marketing Bootcamp (national tour)
- Sensis Digital Transformation Conference
- Victorian Tourism Industry Conference
- Smartline Personal Mortgage Advisers Conference
- Assoc. of Hospital Supply & Purchasing Officers Conference
- AIST Conference for Major Superannuation Funds
- Leading Edge Computers National Conference
- Australian Financial Services National Conference, Bangkok

ABOUT TREVOR

Trevor Young is known as the PR Warrior.

A former journalist with 20+ years' experience in professional PR consulting, Trevor helps companies, organisations and individuals leverage social media and online publishing platforms to build public recognition for their business or personal brand.

Trevor's popular marketing blog PR Warrior, which he started in 2007, has been listed by both Smart Company and Search Engine Journal (SEJ) as one of Australia's top business blogs. He also produces and hosts Reputation Revolution, a personal branding podcast for business professionals, and is author of the book, *microDOMINATION: How to Leverage Social Media and Content Marketing to Build a Mini-Business Empire Around Your Personal Brand*.

As a pioneer of Australia's social media and content marketing scene, Trevor was a founding member of Social Media Club Melbourne and a contributor to the world's first accredited Diploma of Social Media Marketing, run by Social Media College. He is also an expert speaker for Squared Online, part of the Google Digital Academy.

In 2015 and 2016, Brand Quarterly included Trevor on its annual '50 Marketing Thought Leaders Over 50' list; more recently, Sydney Morning Herald named Trevor as one of eight 'heroes of Australian content marketing'.

Trevor is a sought-after commentator on social media and content marketing, and has been interviewed by the likes of Channel 7, Sky News, The Age, ABC Radio, Smart Company and The Australian and West Australian newspapers.



FOR FURTHER INFORMATION: www.trevoryoung.me/speaking

VIDEO SHOWREEL: http://bit.ly/TYoung_speaker