



WENDY PAVEY

SPEAKER
& PRESENTER

“

I bring deep subject matter expertise with a relaxed and engaging presenting style that consistently receives the highest ratings.

”



CORE THEMES

Personal Brand
Marketing
Career Success
LinkedIn

RECENT POPULAR TOPICS

“Strategic Networking: A New Approach”

“What Personal Brand really means for you”

“Marketing Smarts for non-marketing leaders”

“5 Fast Fixes for your LinkedIn profile”

“Planning a Portfolio Career”

“Tackling your Career Challenges”

“Advancing your Advisory Career”



“

I take presenting very seriously and put huge effort into my stagecraft, slides and workshop materials.

”



SPEAKING FEES

I offer both bespoke and off-the-shelf presentations, webinars and workshops.

Bespoke

I'll develop a topic especially for your audience, collaborating with you to get the information and outcomes bang on target.

The bespoke fee starts from \$5900 for a 60 minute interactive presentation, given in person or virtually. It includes custom slides and tailored workshop materials with your branding.

Off-the-shelf

These are existing presentations on my core topics, which I adjust to suit your audience's needs and preferences.

The fee is \$2800 for a 60 minute presentation, given in person or virtually. You can add a custom worksheet for \$900, which typically improves engagement and supports behaviour change.

For either option, you can add my bestselling book *Personal Brand 101* for every attendee for the publisher's price of \$15 ea.

Costs are ex GST. Travel costs are additional and charged at cost. Terms relating to recordings and use of workshop materials apply.





Since 2016, I have presented in person to The CEO Institute more than 25 times in Sydney, Melbourne and Brisbane, and virtually to multiple international and company cohorts.

I am a regular guest speaker for the Institute's Certified Manager Program and a presenter for their member-only webinars.

Participants consistently rate me at 9.5 and higher for engagement, quality and usefulness.

For a speaker reference, please contact Claudette Clausen, Membership Director for The CEO Institute.



Claudette Clausen • 1st
Membership Director - The CEO Institute

Yes, we at The CEO Institute always have the best speakers and YOU Wendy is one of them! We are so fortunate to have you regularly present and share your expertise, knowledge, wisdom and professionalism to our CEOs and CMP members! Thank you Wendy!

Thank you also for another **OUTSTANDING** presentation as you will see from the comments below.

Overall rating out of 10 – an **OUTSTANDING 9.9**

Participants feed-back:

- Great speaker - thank you Wendy really appreciated your presentation! Very well presented and very informative.
- Really enjoyed Wendy and her presentation. The topics and reference material were great. I liked that she related lots of things to easily understandable real-life situations or experiences.
- Amazing knowledge and excellent presenter!
- Great topics, a breakdown of the fundamentals for professionals.
- Great presentation!
- Excellent communication, explained the topic very well to you.

Thank you so much for another **AWESOME** presentation!!! Absolute gold!!!

Received a few early feed-back – **AMAZING! Overall rating – 9.7 on 10**

FEED-BACK:

- Wendy is high quality, great value and was a fantastic presenter
- Fantastic session, Wendy was a great presenter and there was so much to cover. Little interaction due to this, but it was a great session.
- I was scrabbling to write as many notes as I could — a follow up with more detail would be of benefit. Great topic and insight, really got me thinking about how I build my brand.
- Wendy offered genuine useful tools that are applicable across the industry's and positions held ... a valuable lecture that I greatly appreciated
- Wendy was fantastic! More like this please!

Hello Wendy,

Thank you so much for your recent presentation to the CEO Institute. Another **AWESOME** session!

Rating:

You received **9.5** out of 10 for both presentation and topic!

Participants feedback:

- So happy to have attended your session as my first session to the CMP program, Wendy.
- Excellent. very engaging presenter and very knowledgeable
- This was a great session for me because it related very directly to what me and my business does. I found it very helpful.
- Excellent presenter, great content and relevant topic
- Great session!





Wendy Pavey

“

I work hard to make my virtual presentations just as good as when I'm in the room. That includes making sure virtual attendees at live events also feel engaged.

”

I just wanted to drop you a note of thanks from the team here for your presentation today. Our members really enjoyed and appreciated the session, some feedback below:

That was another awesome session today.

I thoroughly enjoyed the session and was quite excited to hear from Wendy Pavey. She really is a fantastic presenter and provided great tools/techniques to connect my actions to my personal brand (and how I'm building it).

“

I'm equally comfortable with small groups in a hands-on workshop or on a big stage with all the bells and whistles. And a tech fail won't faze me either.

”



Building Your Portfolio Career Brand



I really enjoyed your presentation on personal branding & would love to add you to my network. I will be implementing your advice to my LinkedIn profile & would like for you to see it.



+ Mapping your brand footprint

Cathy's footprint:

- her blog, YouTube channel and website
- LinkedIn - her profile and Groups for natural health products

I attended your CPA session on personal branding in Brisbane yesterday. I found the information you provided was invaluable and I was really impressed. I'd like to connect with you if that's



Some comments on your session from our feedback:

- 'I thought the Wendy Pavey session was great and it shifted the energy in the room.'
- 'The 5 minute Rule from Wendy Pavey'
- 'Tips to build an advisor profile'
- 'Wendy Pavey's Fast 5' (One of the Top 3 Takeaways)
- '2. Wendy Pavey session' (Top 3 Takeaways)
- 'Importance of your brand'



ADVISORY
BOARD
CENTRE

A Career in Brand

WENDY PAVEY

I'm a student in the AMB211 Branding for the Real World and attended your guest lecture two weeks ago. I was really inspired by your professional journey and was wondering if it was possible to get a coffee just watched your guest lecture for my Branding for the Real World class. I wanted to reach out and say that I found your lecture really great and the insights you offered were very helpful and inspiring.



Gail Creighton-Davies Wendy Pavey yesterdays session was amazing. I'm working on my pitches and I'll get some examples to you soon. Thank you so much that was the best spent time.

[Kate Scobie](#) you need to sign up.

[Unlike](#) | [You](#)

... 1d



Emma Haller highly recommended to anyone, such a fantastic session. Thanks Wendy - i even dreamt about the pitch!!

[Unlike](#) | [You](#)

... 1d



Australian Institute of
Project Management



Wendy Pavey is the founder and principal of Executive Brand. Her career has been focused on brand-based marketing, specialising in personal brand for executives and advisors since 2011.

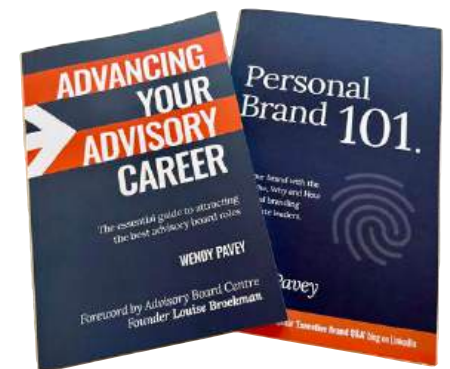
Wendy's clients include CEOs, Board Directors and senior leaders from companies like Qantas, Aon, Deloitte, BHP, IAG, Boral, PwC, Rio Tinto, Westpac, AMP, Great Southern Bank, The Star, GE and many other significant enterprises.

She has worked with iconic global consumer brands including Apple, Nokia, PepsiCo, Gatorade and Gillette, and draws on this experience to elevate her clients in competitive marketplaces.

Known for her proprietary models and methodology, Wendy brings rigour and deep experience to notoriously vague topics.

She is the author of the bestselling books **Personal Brand 101** and **Advancing Your Advisory Career**, a popular LinkedIn blogger and a regular presenter and panelist for the Advisory Board Centre, Women On Boards, Women Chiefs of Enterprises International, AHRI, Coraggio, the Financial Executives Institute, Brave Feminine Leadership, CPA Australia, AIPM and The CEO Institute.

Wendy is also a university guest lecturer, a member of the National Council of Women Advocacy Group, a Mentor for Mentor Walks and a Judge for the Australian Business Book Awards.





Please send speaker enquiries to
concierge@executivebrand.com.au