

DR NERYL EAST

Credible leaders. Connected teams.



”

I've spoken in front of 20,000 at the Olympics, coached leaders through national crises and experienced the impact of trauma. If your audience needs to ignite their influence, harness AI without killing their credibility, lead in the spotlight or rise to a new level of extraordinary, I'm the right speaker for your event.

Speaker | Facilitator | Trusted Adviser

WHAT AUDIENCES SAY

"Extremely powerful."

Telstra

"Insightful and dynamic."

NSW Trade & Investment

"Incomparable experience."

Government CEO

"Very motivating, inspiring, funny and full of fabulous advice."

Australian Local Government Women's Association

"Her passion, energy, immense knowledge and easy style has made her a favourite."

CMA Events

"Working with Neryl has taught me so much. I'm now so much more confident and other people have noticed the difference."

NSW Councillor

"She was fantastic. Each pillar she focused on seemed deeply experiential and road tested."

CEO, Melbourne

"We highly recommend Dr Neryl East. Her stories were highly engaging for our members and her presentation was very practical."

CPA Australia

"Neryl's approach clearly displays the expertise garnered through many years of real-life experience."

CEO, Sydney

"A fantastic presentation!"

Professional Conference Organisers Association

"Neryl is no doubt the best speaker I have ever heard."

Somerset College, Gold Coast

"Fantastic content, actionable in the workplace immediately."

NSW Public Works

"I can't recommend her more highly."

CEO, The Housing Trust



KEYNOTE SPEAKER, TRUSTED ADVISER AND CREDIBILITY EXPERT

◆ SPEAKER



Neryl has spoken on hundreds of stages and delivered countless virtual presentations to audiences in sectors as diverse as local government, emergency management, construction and early childhood education.

As an authority in her field, Neryl has lectured at three universities and is sought after as a guest presenter.

◆ EDUCATOR



◆ ADVISER



Neryl is trusted by leaders at the highest level in government, business and the not-for-profit sector.

◆ AUTHOR



Neryl is the author of five books including an Amazon best-seller on media and reputation.

◆ COMMENTATOR



Neryl has featured in CEO Magazine and many other media outlets including ABC Radio National, MMM National, Mumbrella, 2GB and The Australian.

◆ VERSATILE EXPERT

As well as keynote speaking, Neryl is an engaging MC and panel facilitator and delivers impactful breakout sessions and master classes.



SPEAKING TOPICS



HARNESS THE POWER OF AI WITHOUT KILLING YOUR CREDIBILITY

AI can save time and resources but use it unwisely and your credibility will take a hit. This keynote unveils the sweet spot, where the time-saving brilliance of ChatGPT and other forms of generative AI can co-exist with your personal and business reputation.

The secret sauce for a new communication era.

YOUR AUDIENCE WILL:

- ◆ **Implement** a new awareness of generative AI tools, well beyond ChatGPT
- ◆ **Demonstrate** a deeper understanding of the benefits and risks of using generative AI in their business
- ◆ **Take away** a framework for how to use generative AI to speed up tasks without impacting human relationships or reducing trust with clients and customers

WHAT WE KNOW

ChatGPT and other forms of generative AI offer businesses incredible opportunities to save time and money – and they also come with risk that needs careful management.

Regardless of your sector, it's essential to be aware of what's available and the implications of this technology, so you can harness its many benefits while protecting your organization's credibility and reputation.

WHAT THIS KEYNOTE WILL COVER

ChatGPT is just the beginning; there are now countless free, publicly available tools that use generative AI in everything from creating spreadsheets and corporate reports to translating documents, manipulating images, generating voice-overs, editing video and much more.

We haven't even begun to scratch the surface on the rules required to manage these tools to address risks such as data security, privacy and copyright – let alone ethical issues and potential damage to reputation.

Dr Neryl East's presentation gives you an essential snapshot of the breadth of generative AI tools already available (with more coming online every day) and **how to use them to enhance, not destroy, your reputation.**

This content is ideal as a stand-alone conference keynote or an extended half-day workshop program.

This new communication era is truly a game-changer. Start your AI credibility journey now by engaging Dr Neryl for your conference or event.

Read Neryl's article in Government News magazine on generative AI and local government: [click here](#).

Read Neryl's piece in REB magazine on ChatGPT and the real estate industry: [click here](#).

IGNITE YOUR INFLUENCE

THE KEYS TO COMMUNICATING WITH CONFIDENCE AND CREDIBILITY SO THAT YOU'RE A CHAMPION INFLUENCER IN BUSINESS AND LIFE

Confident, credible and influential communication is vital for high performing teams and effective leaders, especially in a world where hybrid workplaces are here to stay.

BY ENGAGING DR NERYL EAST TO DELIVER THIS KEYNOTE, YOUR AUDIENCE WILL:

- ◆ **Rapidly establish** trust and rapport so others listen, respond and act on their information
- ◆ **Communicate** so clearly that their message is understood the first time it's heard
- ◆ **Break through** fear of conflict with a positive, confident approach to difficult conversations

This session will transform your internal messages and your external performance!

From the secret stories you tell yourself to powerful lessons learned in a career spanning TV, the Olympics and some of Australia's biggest public scandals, Neryl takes you on an enthralling journey that will awaken the influential communicator within you.

Ignite Your Influence is perfect for audiences who want to increase their influence and success, and businesses and organizations requiring inspired and confident staff.

It can be delivered in-person or virtually and can be tailored to any length between 30 and 120 minutes. It can also be extended to a half-day workshop or Intensive.



LEADING IN THE SPOTLIGHT

HOW TO BE A TRANSFORMATIONAL LEADER WHO COMMANDS ATTENTION THROUGH OUTSTANDING COMMUNICATION UNDER PRESSURE

Today's leaders must have outstanding communication skills, especially in *spotlight situations* – when the pressure is on, the stakes are high and the outcome really matters.

In this keynote, Dr Neryl East draws on her extensive experience in the spotlight and reveals the secrets of communicating with such clarity and credibility that people sit up, take notice and act on your message.

YOUR AUDIENCE WILL:

- ◆ **Super-charge** their credibility in pressure situations by knowing how to authentically communicate the right balance of strength and warmth
- ◆ **Implement** a unique framework that ensures they connect with their audience – whether in high-stakes conversations, presentations or media interviews
- ◆ **Be equipped** with a highly effective structure in crisis situations so they know what to say and when to say it

Leading in the Spotlight is ideal for senior and mid-level leaders in any sector or organization who are serious about creating and sustaining an outstanding reputation. It can be delivered in-person or virtually and can be tailored to any length between 30 and 120 minutes.

It's perfect as a stand-alone presentation or can be extended into a highly engaging half-day Intensive.

Whether in the board room, on a stage or Zoom call, or in the glare of media lights, in our changed world it's never been more important for leaders to step up with confidence and certainty under pressure.

Read Neryl's article in CEO Magazine: [click here](#).



BE EXTRAORDINARY, ONE CHOICE AT A TIME

HOW TO TAKE MORE ACTION, BREAK THROUGH OBSTACLES AND ACHIEVE BEYOND EXPECTATIONS

“INSPIRED. AMAZED. UPLIFTED. STUNNED. WHAT AN AMAZING STORY!”

This joyful, compelling and invigorating presentation shows audiences how setting a “giggly goal” can transform their business, relationships and life. It’s a fresh take to re-set hope and optimism in a world full of challenges.

YOUR AUDIENCE WILL:

- ◆ **Use** the momentum of negative experiences to propel them to the next level of success in any area of life.
- ◆ **Implement** the keys to making high-quality choices that will shape their extraordinary future
- ◆ **Take** a clear path of action to springboard their results beyond what they dreamed they could achieve

This presentation can be delivered in-person or virtually and can be tailored to any length between 30 and 120 minutes. It can be delivered by Dr Neryl East alone or as a duo with Michael McKeogh.

It’s wonderful as a closing presentation or for specific events like International Women’s Day.

WHAT’S IT ABOUT?

Long before a global pandemic turned life upside down, each of us faced our own kinds of disruption.

For Neryl East and her husband, Mike, that involved one life-altering moment.

Rather than accepting a bleak “new normal”, they went from their darkest night to an incredible triumph – all through small, moment-by-moment choices.

After hearing this story you’ll truly understand that you can, at any time, disrupt your own life and create the extraordinary.



TEN REASONS TO ENGAGE NERYL

1. DEEP EXPERTISE

Nearly four decades of experience as a professional communicator, including as a journalist, strategic communication leader and professional speaker.

2. TRUSTED ADVISER

Neryl has worked with leaders at the highest level to ensure they communicate with confidence and clarity in very high-stakes situations.

3. REAL EXAMPLES

Neryl spent more than a decade managing critical issues in the rough-and-tumble of local and state government, including the fall-out from one of Australia's biggest corruption scandals.

4. ACADEMIC RIGOUR

Neryl has a PhD in Journalism and has shared her expertise at three universities.

5. UNIQUE IP

Neryl brings her own methodology, The East Way, to her keynotes, master classes and programs.

6. MANY APPLICATIONS

Neryl shows leaders and teams how to communicate with credibility and influence in all kinds of situations, from high-stakes conversations and meetings to formal presentations and media interviews.

7. PRACTICAL TOOLS

Neryl shares frameworks and tools that can be put into practice immediately.

8. PROVEN RESULTS

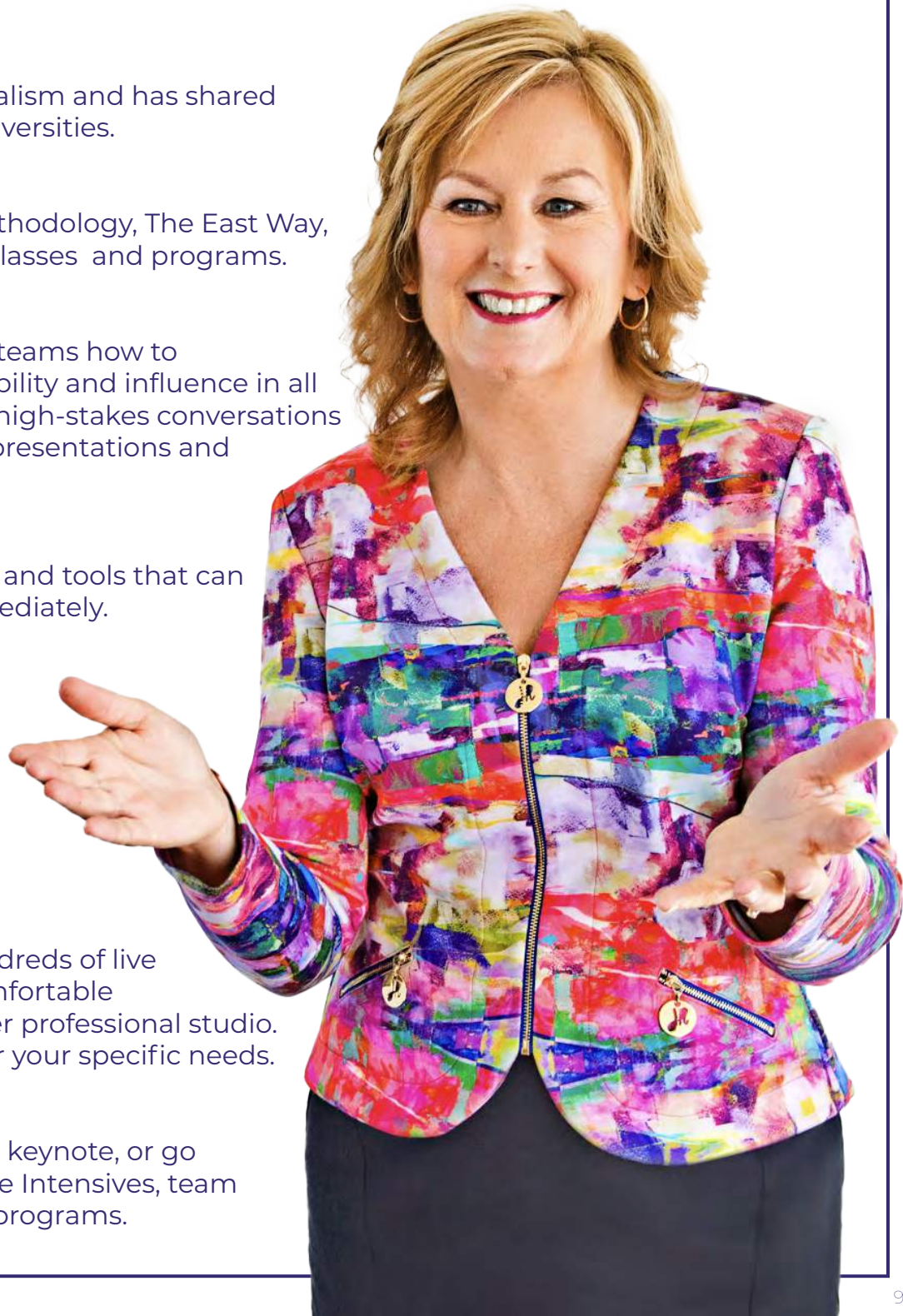
Clients share stories of transformation, from having low confidence and poor results to being powerful, authentic and credible communicators.

9. FLEXIBLE DELIVERY

Neryl has spoken on hundreds of live stages and is equally comfortable delivering online from her professional studio. Her content is tailored for your specific needs.

10. EXTENSIVE IMPACT

Engage Neryl to deliver a keynote, or go deeper with her Executive Intensives, team master classes or online programs.



ABOUT DR NERYL EAST

DR NERYL EAST is a professional speaker, credibility expert and trusted adviser to leaders at the highest levels of government and business.

On top of a 30-year career in media and communication, Neryl is internationally recognised as a Certified Speaking Professional, has a PhD in Journalism and is an Amazon best-selling author.

Neryl brings a unique blend of academic rigour and down-in-the-trenches practicality, honed through decades as a journalist and strategic adviser to leaders grappling with high-profile public crises.

In 2020, Neryl worked with the Chief of the Defence Force, General Angus Campbell, to prepare him for the public release of the Afghanistan Report on alleged war crimes by Australian SAS personnel.

She's spoken to hundreds of audiences about credibility, influence and trust, especially when the pressure is on.

◆ Her presentations are always highly tailored, full of practical takeaways – and fun.



TRUSTED BY



and local councils around Australia...

**BOOK A DISCOVERY SESSION SO WE CAN TAILOR
A PRESENTATION THAT WILL EMPOWER AND
TRANSFORM YOUR AUDIENCE.**

✉ neryl@neryleast.com

☎ +61 416 913 243

🌐 www.neryleast.com

