

YVONNEadele

**MC / Keynote Speaker
Social Media Producer**



Yvonne Adele has been described in client testimonials as inspiring, interactive, vibrant, thought-provoking, well-researched, experienced, memorable, flexible, friendly and 'a breath of fresh air'. A Microsoft graduate with a couple of decades of corporate experience, Yvonne created the Ms Megabyte brand/persona in the mid 90's. This led to a national media profile and best-selling book (Conquer Your Computer). Ms Megabyte was also the author of Australia's PCs for Dummies, and a Telstra Business Women's Awards Finalist.

During her 10 year stint as Ms Megabyte, Yvonne assisted thousands of Australian's to embrace their technology and travelled around the country and overseas as IT Reporter for the Today Show and enjoyed a long residency as columnist for Woman's Day and Women's Weekly. During this time, Yvonne accepted requests to speak at conferences and found it to be her absolute passion.

She eventually left the media behind to concentrate solely on speaking and consulting and has spoken to over 500 groups including NAB, Society of Consumer Affairs Professionals, realestate.com.au, Telstra, Schwarzkopf, Neways, LJ Hooker, Intel, Microsoft, Fujitsu, Mitchell & Partners, REIV, Austereo, Westpac, Westfield, Optus.

Yvonne has been the National Vice President of the National Speakers Association of Australia and twice Vic State President during which time she achieved the designation of CSP (Certified Speaking Professional), an accreditation held by only 100 speakers in Australia.

Yvonne is equally at home as MC of your event or delivering a keynote or workshop on Social Media or Creative Thinking.. see the Topic listing on next page...



'You were able to provide a genuinely unique atmosphere and buzz to our event whilst still keeping things running smoothly throughout the two days.'

Vision6

Topics

MC

A great MC will weave the speakers together in an overall story to support your conference theme. The MC should be able to effortlessly bring the energy up in a conference-weary room and pay respect to each speaker with a well crafted, succinct introduction followed by a thoughtful short wrap-up reminding delegates of the salient points.

Social Media

Mastering Social Media Tools in less than 10 Minutes a Day. Keynote Or Workshop (45mins – 1.5hrs)

The never fail way to build a list of brand advocates (followers).

- How to have technology at your fingertips, so you become irresistible to clients
- Where social media MUST fit into your marketing strategy (and if you didn't have one, how social media is the only marketing strategy you'll need)
- How you can utilise 3 free technology tools to engage with your client base in less than 10 minutes a day

In this session, Yvonne will UNPLUG social media. You will discover how you can STAND OUT amongst the conversations that are already going on in your area of expertise / industry.

Yvonne will illustrate how you can earn attention and stand out by creating content that is relevant, interesting, valuable and useful and then giving it away. This leads to a network of advocates (followers) who will not only purchase your products and services, they will spread the word FOR YOU to their network of advocates.

Creative Thinking / Brainstorming

Yvonne believes everyone has unlimited ability to think creatively about everyday challenges, and she is on a mission to show people how to unleash those hidden talents.

She calls it a 'friendly poke in the eye'.

Every conference or gathering aims to stimulate, educate and inspire new ways of thinking. So why not harness this energy by holding an "Ideas Summit" at your event? In this fun and practical think tank, Yvonne will facilitate a powerful idea-sparking process, using the participant's actual business challenges to help them generate mountains of ideas. What follows is a practical system for evaluating the best ideas, then creating a one-page implementation process to ensure the ideas are swiftly brought to life back at the office. This is a great way to ensure that all the inspiration you have worked hard to create at your event is captured, also that the best ideas are discovered and acted upon.



A massive thank you for the fantastic job you did MCing. You were able to provide a genuinely unique atmosphere and buzz to our event whilst still keeping things running smoothly throughout the two days.

—Vision6



I now understand how social media can actually benefit my business and how I can use it to improve and amplify my marketing strategy, rather than spending a fortune on other marketing techniques.

—EmergencySupport.com.au



Yvonne's absolute enjoyment of what she does makes her a great presenter and her anecdotes make her presentation relevant to everyone in some way. I took her to heart at later presentations and used my phone to look up info about other presenters.

—SOCAP



Yvonne's gets a room buzzing with ideas in just a few minutes and keeps the pace going throughout the session. Not only does she provide the format for ideas creation but also defines a system for capturing them and following through – the key ingredient often ignored by others. This is real high value stuff and certainly can super charge the innovation of any company. Highly recommended!

—Malcolm Owens, CEO, Sampford IXL

Client Testimonials



I have seen Yvonne speak many times and have recommended her to countless clients. She is a breath of fresh air to work with. High energy, a uniquely creative mind who can solve a problem or bring fresh ideas into your business at a lightning pace with no fuss or drama. To the point, practical, generous. Partner with her on a conference or bring her into your business because she will add great value every time. [Kaaren Peterson, Event Industry professional](#)

A massive thank you for the fantastic job you did MCing. You were able to provide a genuinely unique atmosphere and buzz to our event whilst still keeping things running smoothly throughout the two days. [Vision 6](#)

The day was a great success and the team now have a toolkit to help them in bringing fresh approaches to problem solving and idea generation. Feedback across the board was very positive. [National Australia Bank](#)

Very well received by our delegates. Very different – exactly what I wanted. Yvonne developed great interaction with the group. [LJ Hooker](#)

Thank you again for the very practical way you engaged with the group. They will never look at a problem in quite the same way. The feedback showed that they would now be able to come up with a creative solution if they just followed the easy steps you walked them through. [Ernst & Young](#)

You made our event such a great success. Your up-beat tutorials were entertaining and informative and we received a great deal of highly positive feedback from all participants on the day. [Telstra](#)

Your session was a real mental sorbet – refreshing and invigorating. I shall certainly advocate your talents to others. Your contribution to the REIWA conference was just invaluable – so energetic and innovative! [REIWA](#)

After the previous night's activities, it was excellent to get everyone back up to speed and 'Wake 'em up with your lively presentation! I would highly recommend a similar seminar to start off the day next year. [Woolworths](#)

Your speech was very topical and certainly outlined the realms of possibilities that are coming down the pipe to us. It was an excellent mix of information, humour and anecdotes. [NAB](#)

Thank you so very much for making the event such a great hit with our customers and leaving such an impression. You did such a fantastic job and we were absolutely thrilled with your involvement and the value that you added. It was an absolute pleasure working with such a professional and I definitely look forward to the next opportunity. [Intel](#)

A huge thankyou for the fantastic presentation you gave at Youth Jobs Day. We have had so much feedback already about your enthusiastic, motivating and interesting speech. You are a very special lady with a very special gift for communication. [Speakers Bureau](#)

..motivating..entertaining.. with amusing anecdotes and great case studies from her wide experience. Really fired us up! [Westpac](#)

...content was terrific, well pitched for the group, great delivery, wonderful sense of humour, impressive – overall thoroughly impressed and you rated as the conference highlight. [Speakers Bureau](#)

Yvonne delivered a humorous and enlightening presentation to a very diverse audience. She managed to hold their attention for 2 hours and successfully converted the sceptics. We all learned something. [Dept Education & Training](#)

A wonderfully entertaining speech. Friendly and cheeky... with relevant and informative stories - a crucial component for keeping audiences captivated. Valuable hints and tips that will take these bright young things very far indeed. You're now Monash University's draw card for the annual event. [Monash University](#)

Your presentation was informative, vibrant and funny. The tips within your talk had people calling me the next day letting me know how handy they were and others wanted to pass on that they had followed your instructions! You were excellent and I will definitely consider you for events that I organise in the future. [Dept of Finance and Administration](#)

Thank you for your wonderful performance at the opening celebrations of the Hume Global Learning Centre. We were thrilled with your MC work and demonstrations. The evening was a great success. [Hume City Council](#)

'A fantastic MC. Yvonne's very skilled at tying together the pieces of the day and making insightful comments on other speakers' presentations. We got great delegate feedback!'

REA Group
(realestate.com.au)



Yvonne Adele - MC/Keynote Speaker