



# WHAT'S NEXT AND WHAT TO DO

**AMANDA STEVENS**

THE CONSUMER FUTURIST  
SPEAKER | PRESENTER | FACILITATOR





## AMANDA STEVENS

CUSTOMISED | PRESCRIPTIVE | ENTERTAINING | ACTIONABLE

After two years of navigating an uncertain conference and events environment, Amanda Stevens is cementing her position as Australia's consumer behavioral expert in 2022.

A seasoned expert on social trends and the customer experience, Amanda has conducted exhaustive research into the post-Covid consumer and the implications for brands and organizations looking to connect with their customers in new, more relevant and meaningful ways.

Amanda's presentations are flexible, highly customized and adaptable to high energy live keynotes, intimate workshops, interactive broadcast-quality virtual presentations or ongoing online programs. They're all supported with extensive supporting resources and downloads to ensure extended learnings for the audience.

Amanda Stevens is more than an award-winning keynote speaker; she's a passionate marketer and strategic thinker so she brings a unique, action-orientated aspect to each presentation.

It's not just about what's on the horizon, but what to do about it.





**SIX PRESENTATION  
TOPICS FOR A  
CHANGING WORLD**



# THE CONSUMER OF 2022: WHAT'S NEXT AND WHAT TO DO

Since March 2020, we've seen a seismic shift in the world, a period in history unlike anything seen before.

The world, and how we navigate it, will never be the same.

And it's not only proving to be a catalyst for how we live, work, travel and interact, but it has permanently altered the way we shop and form brand relationships.

The consumer of 2022 is very different to the consumer of early 2020. Understanding these changes provides organizations a unique and exciting opportunity to grow market share and create renewed and meaningful connections.

This presentation is prescriptive. It delivers insights and trends but most importantly, a playbook for taking action.



# TURNING *Customers* INTO ADVOCATES

10 STEPS TO CREATING RAVING FANS FOR YOUR BRAND

The customer experience has never been a more critical factor in a brand's performance than in 2022.

In this signature presentation, Amanda reveals the ten proven principles of customer service excellence. Highly tailored and peppered with proven case studies, memorable stories and Amanda's trademark humor and energy, audiences are inspired to think bigger and move from a transactional to a relationship mindset, creating raving brand fans and bottom-line performance.

*Turning Customers into Advocates* is a conversation starter, an idea sparker and empowers the audience to curate a customer experience culture from within.

This presentation is relevant for every sector of business and delivers a highly practical, modular system for growing a business exponentially by tapping into the greatest dormant asset in any organization – their existing customer base.





Good organizations deliver customer experiences that are expected, or even exceptional. Great organizations deliver customer experiences that are EPIC. Experiences that have an immediate, lasting, measurable impact and deliver ripple effects of positivity and performance throughout an organization forever.

EPIC is a mindset. It's a way of doing things that goes the extra mile, anticipates, pre-empts and delivers celebrity service.

EPIC is about striving for service standouts. And having fun doing it.

EPIC is a blueprint that can be incorporated into the DNA of an organizational culture that enables everyone from the CEO down to focus on exceeding the expectations of its customers at every touchpoint.

EPIC is an ethos and this presentation outlines why delivering EPIC customer experiences makes for a happier, more harmonious teams.





Few sectors were impacted by the pandemic as harshly as the retail and hospitality sector. Forced closures, staff stand-downs, shortages, and the rollercoaster of opening and closing left many retailers battle weary and rightly so.

Conversely, for many online retailers, the pandemic brought new fortune and explosive growth as consumers shifted their spending to online and fell in love with the convenience and ease of contactless delivery.

Either way, the retail sector has had to pivot and adapt faster than most and evolve at the rapid pace consumers have.

This presentation gives retailers a chance to take a breath, get future-focused, implement a post-pandemic reboot, reconnect with their passion for business and be inspired by what's on the horizon.





# THE KEY TO REALLY CONNECTING

HOW TO BUILD ENDURING RELATIONSHIPS  
IN A CHANGING WORLD

The pandemic has permanently changed the way we stay connected. With the majority of meetings still being conducted virtually, what does this new environment mean for building trust, influence and sales? How does the quest for efficiency threaten the art of curiosity and connection?

In this presentation, Amanda outlines the way technology has changed the way we fundamentally connect and how to harness the best of high tech with the best of high touch to create solid relationships and a personal brand that is engaging, memorable and impactful.

She also outlines the six key principles of influence and presents blueprint for adapting communication styles based on the communication channel and why customizing your style and message is a critical for building trust.







If you're looking for something special to build serious momentum for business and life for 2022 and beyond, this extended presentation by two of Australia's most inspiring speakers will deliver.

**CHRIS HELDER** is the author of the best-selling book, *Useful Belief: Why Positive Thinking Doesn't Work*. His presentation will motivate, inspire and provide tools for creating a high-performance mindset.

**AMANDA STEVENS** is a marketing, sales and customer experience expert whose session is a practical, proven approach to brand-building. Her high energy session covers everything from digital marketing, personal branding and strategies to attract and retain a loyal customer base.

This is a hands-on masterclass tailored specifically for small to medium sized business owners, where they leave with a blueprint for building the business and life of their dreams ... ready to implement.





**WHY AMANDA?**



“Inspiring,  
emotional, relevant  
and actionable.”

CHUCK RUNYON  
GLOBAL CEO, ANYTIME  
FITNESS



“Amanda always  
delivers and our  
network loves her.”

ANDREW BURNS  
CEO, HELLOWORLD  
TRAVEL



“Exceptional.  
Highly customised  
and relevant for  
our industry.”

JADE SMITH  
SALES PROGRAMS,  
ALLIANZ



“Amanda has  
had a significant,  
long term impact  
on our business.”

MURRAY KAHLER  
CEO, GJ GARDNER  
HOMES (QLD)



