

# Why you should book Corrinne Armour CSP for your conference or virtual event

FEARLESS LEADERSHIP®

## Industry recognised expertise: Long lasting impact from an awesome keynote

Entertaining and educational. Incredible stories and relatable case studies, underpinned by humor and brain science, ensure reflection and learning continue long after the event is complete. As a Certified Speaking Professional (CSP), Corrinne's capability has been independently assessed through an internationally recognised industry designation.



## Knowledge: Deep understanding of leadership

In the corporate world, Corrinne learned how to balance the competing priorities of leadership. As a coach, she's invited into the hearts and minds of executives. Researching and writing books on leadership has given her immense knowledge to share.

## Inspirational: Diverse personal experience

Corrinne embodies Fearless Leadership®. Some of her best stories come from living and working in a jungle refugee camp on the edge of a war zone. Married to an ex-guerrilla fighter and mother of two daughters, she can relate to audiences from all walks of life.



## Engaging: Before, during and after the event

Pre-event consultation ensures Corrinne understands what's needed. She will be there well before her keynote to gauge the tempo of the event, and stay afterwards to talk with delegates (in real life and on-line). Her books, *learningJolts* and an optional dedicated event webpage support ongoing impact.



## Drama Free: Easy to work with and supported by a dedicated team

Corrinne is flexible, practical and not much throws her - after all she has lived in a war zone. She will work with you to make your event memorable for the right reasons, and she's backed by a customer focused support team. And if a speaker fails to show while Corrinne is there, she can step in.

## Investment: Great value with Keynote and MasterClass package

Maximise your conference budget. Set the scene for the conference with *Fearless Leadership*, and take delegates the next step with a *Leaders Who Ask* Masterclass. Build on *The 12 Leadership Derailers* keynote at the start of day 2 with *Growing Leaders* Masterclass. *Ask More. Tell Less. Lead Fearlessly* is an uplifting closing keynote.



# SPEAKER CHECKLIST

Use this handy checklist to help you make the right choice for your event

Speaker Name	Corrinne Armour	Speaker #2	Speaker #3
Has awesome testimonials and industry recognition to back up their claims	✓		
Tailors their content specifically to your delegates by working with you in advance to ensure relevance	✓		
Is happy to promote your conference with video, blogs and social media leading up to the event	✓		
Can step in with another outstanding keynote to fill the breach if another speaker fails to show	✓		
Can tell you in advance what your delegates will take away from their presentation and what actions they will take	✓		
Can specify approaches they use to keep your audience engaged right through their presentation	✓		
Can tell you how they would handle catastrophes like AV breaking down, venue issues, etc	✓		
Can hold a crowd, even in the most challenging time slots	✓		
Is skilled and dynamic in online delivery (if event is online)	✓		
Is happy to stay for questions, and socialize with your delegates if asked to	✓		
Has other resources – books, videos, follow up <i>learningJolts</i> – that can more deeply embed the key messages in their keynote	✓		
Provides a tailored resource page exclusively for your audience to access after the event	✓		
Is supported by a customer service team that's passionate, well organized, and responds quickly to your emails and phone calls	✓		
Has a reputation for being knowledgeable, proactive, and easy to work with	✓		