



**THE DIGITAL  
CONVERSATIONALIST**  
@AndreaTEdwards



***“When you own your voice, you own your future”***

## **Speaker Profile: Andrea T Edwards, CSP, The Digital Conversationalist**

Andrea T Edwards helps her audience embrace social leadership with integrity, authenticity, passion, service and a giving mindset a core philosophy of success. She transforms MNCs from the inside out, through the power of employee voices – the cornerstone of business transformation.

A passionate, driven, knowledgeable, global, fearless, and forthright speaker, these times in our world call for leaders with such qualities. In her keynote speeches, Andrea aims to wake the world up to our enormous collective potential to make business and life better for all. She helps audiences find their voice and inspires them to own it, and become positive change agents in the world today.

Andrea taps into her mission as a digital conversationalist to challenge every one of us to discover the importance of meaningful conversation, rational thinking, group discussion, modern leadership and above all - owning our own voice and standing up for what we believe in.

Andrea has spoken in multiple countries on four continents (so far), with organizations ranging from IBM, Microsoft, BNP Paribas Securities Services, MasterCard and GE, to high profile non corporate, as well as at industry events.



### **What clients say**

Andrea has helped bring to life nascent ideas on Content and Social Influence for so many business leaders like me who were struggling with the “I know this is critical to the future of business, but I just don’t know how to get it done” For people and organizations that are finding it difficult to meaningfully realize the power of social advocacy she is a truly wonderful partner. Patient, tremendously hard working, truly caring about helping people find their authentic voice and always there to encourage and help challenge the nay-sayers.

**Nishan Weerasinghe, CMO, IBM ASEAN**



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## Andrea T Edwards, The Digital Conversationalist, helps businesses

1. Demystify the digital world and the transformation required within business through the power of employee voices. More than employee advocacy, social leadership harnesses the passion, intellect and connections of employees across the business, to ensure not just that people flourish, but the business does too, thanks to this new breed of superstar social leaders.

2. Understand the true value of social leadership, because when businesses harness its power, the benefits show up in employee engagement, in the sales pipeline, and on the balance sheet.

3. Makes big issues manageable and big perspectives practical. Audiences walk away inspired to take action, because they know this is the career tool of today, and how a business transforms to embrace the digital age

A thought leader in the digital space, Andrea is on a mission to help lift human potential around the world. Her keynotes make people laugh, think, or cry — frequently all three at the same time.



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### What clients say

Andrea was a very popular and inspiring keynote speaker at Social Selling 2018. She engaged the packed audience with a mixture of humour and tips as to how they could all become digital conversationalists. Everyone in the room learnt something as Andrea's dynamic presentation ensured that everyone benefited from spending time listening to her. Highly recommended keynote speaker.

**Chris J Reed, CEO, Black Marketing**



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## Andrea brings

- ✓ More than 20 years corporate and agency experience in public relations, communication, marketing services and content marketing all around the world. She's worked across Europe, the US, and Asia Pacific since the early 90s and is a pioneer for content marketing strategy and social leadership in Asia.
- ✓ A unique perspective due to her far-reaching curiosity and massive knowledge consumption, across critical social issues, as well as current business trends relevant in the world today. One of her magic skills is helping the audience understand how to put their passion at the centre of their career, and she gives them the opening to step into their authentic selves.
- ✓ For more than a decade she has led the way as a B2B blogger and social media participator, which means her message is based on deep experience and learnings 'in the field' – the good and the bad!



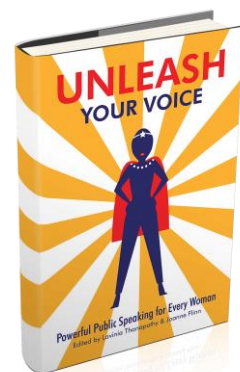
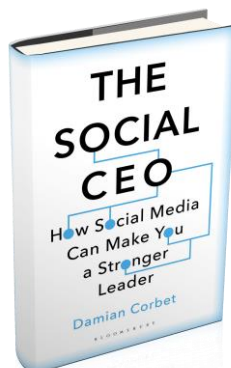
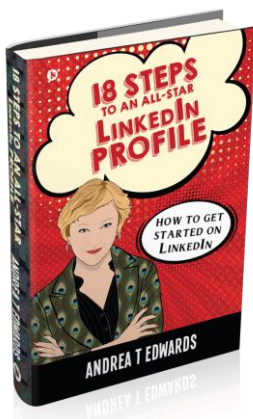
## Andrea speaks globally and lives between Thailand and Singapore.

### What clients say

Andrea Edwards is a game-changing thinker on content marketing and social media strategies. Andrea's refreshing 'no-nonsense' approach will both challenge and inspire you to review your approach to relationship building, sales and marketing.

**Andrew Bryant, CSP, Professional Speaker and Executive Coach**

## Andrea has written and contributed to these great books





## Andrea's Keynotes

Andrea covers two major topic areas in her keynotes: **Social leadership and Social change.**

The first three under social leadership discuss the digital tools available and the power of owning our voice. The next three under social change, discuss how we, as business professionals, can lead the societal changes needed during this critical time for the world.

### Social Leadership keynotes

#### It's the age of digital reputations. How's yours?

The starting point. Using the power of your team's voice to create better outcomes for themselves and your business.

This is the launch point, inspiring your employees to be advocates for themselves, owning their voice in their own right, and being an authentic ambassador for your business. Employees as social leaders benefits businesses, which bask in the glow of social leadership super stars.

"When you own your voice, you own your future."

Key takeaways:

- Understand why it's so critical to have a strong presence on social media and where
- Know the right mindset for digital integrity and success
- Be inspired to embrace this opportunity for yourself
- Know when to be sceptical and when to act on social media
- Value the return on investment of a social leadership culture
- Gain clarity on initial priorities to engage and start winning in the digital age.

*Featuring content from the book: 18 Steps to An All-Star LinkedIn Profile ©*

### Integrity in the digital age. Is it even possible?

Unlocking the power of social leadership for business results, while tackling the biggest concerns we face. This keynote discusses how we can all participate with integrity and authenticity, even when it seems like no one else got that memo.

We live in a time when presidents are former reality TV stars and influencers charge five million dollars for a social media post. FOMO is everywhere and envy a fact of life. And yet the world is craving for more authenticity. Can we get there?

"When it comes to successful social leadership, do less and be awesome every time you show up."

How do you, as a professional, create real value? This keynote brings you the secret to keeping your integrity at the heart of your digital persona.

*Featuring content from the book: 18 Steps to An All-Star LinkedIn Profile© and her forthcoming book: The social leadership manifesto©*

### The social leadership manifesto

The secret sauce to the potential and rewards of social leadership – the manifesto only the greatest will follow. Take action as a true social leader for better business and a better world.

But how do you tap into this exponential power for good? This keynote takes you on a thought-provoking, challenging, and rewarding journey of discovery.

"If you want to be a social leader, start with focus, set your intention, then unleash your voice by sharing world-class information aligned to your area of passion and expertise!"

The exponential impact of the positive side of social media and its ability to create great change in our world is as equally powerful and important to acknowledge as the negatives. In this keynote, Andrea walks the audience through a manifesto for social leadership, which goes straight to the heart of empowering the best in humanity and unleashing an army of social leaders who embrace this opportunity from a mindset of service and delivering value in every interaction.

*Based on her forthcoming book: The social leadership manifesto©*





## Social change keynotes

### What can I do to tackle climate change?

What can you do that really makes a difference to the climate crisis? Here's 10 things business professionals can do to tackle climate change from within your business, no matter your level.

Let's all take the next practical steps for climate action for a better future.

"The best contribution I can make is in mobilizing business and the professionals who work for the world's largest companies to take action from the inside. We are the best hope our planet has."

#### Key takeaways:

- Changes you can make that really matter
- Securing executive sponsorship and global cooperation
- Ten climate actions for industry leadership
- Individual changes we can all embrace
- How to use corporate power across international boundaries for a better world
- The secret to legacy creation for business leaders

*Based on her forthcoming book: What can I do to help address climate change? A guide for professionals who want to make changes that matter ©*

## Let's reach for the best within us

Inspiration, insight, and motivation to take action and build trust. This keynote details five things leaders do to create clarity and action over the noise of an infobese and divided world.

"As darkness takes hold around the world, we are becoming out of balance with the light – the goodness within us. Now, more than ever, we need leaders to lead with light.

#### Challenge of our times:

We are living through a time where negativity and cynicism is getting out of balance across the globe – politically, socially, environmentally – and we are facing an age of confusion and anxiety about what is the truth. Whole swathes of society are consuming media the other half don't see or agree with. Disinformation, bots, trolls, fake news, and more are creating a world of confusion. Is the impact of social media building an "us versus them" world, where I am right, and you are wrong? What is truth? Who is telling the truth? And what are the motivations behind those shouting loudest?

How do you, as a leader, break down the darkness created by all that noise to create both light to show the way forward, and trust so your people will take action? This keynote brings you five things great leaders do to create truth, clarity, and action.



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## Iconic Leadership – have you got it in you?

Getting to iconic. Is it your destiny? What you can do to become a powerful change agent to lead the future.

Take the next step in building your leadership impact.

“Becoming iconic is about building your voice and taking action around a core purpose, a purpose that beats from the depths of your soul.”

When you are perceived as iconic, you operate in a different stratosphere to everyone else. But is this status only available to the very few? And do you have what it takes to be iconic?

This keynote shares the secrets, the challenges and the journey of becoming iconic. If you have a message, if you are considering taking the step to show up and speak out, or if you've done so and want to take your message further, this is for you.

Get ready to demystify the journey and step into your iconic destiny.

## Clients who've engaged Andrea



You can call/WhatsApp Andrea on +66952568271 or +6591739096, email [andrea@andreatedwards.com](mailto:andrea@andreatedwards.com) or look for more information and background on my Website [www.andreatedwards.com](http://www.andreatedwards.com). I'd be happy to discuss your requirements.

## Please note, for community, NGO, and nonprofit

Andrea does a limited number of keynotes per year for nonprofit organizations whose missions align with her big mission. Please email Andrea's team with your contact details, an outline of your mission and the dates and location you are considering. A member of her team will reach out to discuss mission fit and calendar options. Email is [andrea@andreatedwards.com](mailto:andrea@andreatedwards.com)