

Monica Rosenfeld

Keynote & Workshop

"Your audience will thank you"

[view sizzle reel](#)



Monica Rosenfeld

Founder & CEO, WordStorm PR

BIOGRAPHY

Monica has been running WordStorm PR since 2000. Prior to this she worked as a producer for Channel Nine's 'A Current Affair' where she learnt how NOT to do PR.

Monica saw an opportunity to create a PR agency that really understands the media, what journalists' days are like and how you need to communicate with them in order to get cut through.

WordStorm PR has worked with hundreds of businesses over the past seventeen years, increasing their credibility, trust and bottom line by putting their brand in the media spotlight.

Monica is passionate about educating businesses how to use the media's thirst for content to their advantage and de-mystifying the methods media use to create content.

Monica has presented to a wide range of audiences including at conferences, expos, tech accelerators and incubators, business enterprise centres and networking groups.

Monica is available to deliver keynote presentations, and workshops.





Topics

Personal Brand for Business Success

How to create a personal brand that ensures your pipeline stays healthy

Do you have a strong personal brand? Would you be memorable in a world where we are bombarded with marketing messages? What does personal branding really mean? Find out in this immersive workshop where Monica will explain the importance of developing your personal brand and show you how to use it to have potential clients banging down your door.

Three Takeaways:

1. Monica's 3 step formula to creating a personal brand that is both authentic and effective in attracting quality leads
2. How to use your personal brand to market yourself effectively and attract quality leads
3. Monica's 5 step formula to develop your personal brand by becoming the media's 'go-to' expert for your industry.

This presentation is popular with both large and small business owners from a wide range of industries. It can be delivered from a stage to large audiences or in a workshop scenario over 2 or 3 hours.

[Check out Monica's sizzle reel](#)

Topics

The Starstruck Phenomenon

Become the media's 'go-to' person in order to command top dollar

This keynote explores the psychology of why one's credibility and appeal is instantly increased when becoming famous. Using examples, Monica talks through the role the media plays in this and the strategies business owners can use to create this 'fame factor' for their own benefit.

Three Takeaways:

1. Exploring the psychology of fame and why we revere those who have a consistent presence in the media.
2. Monica's 5 step formula to become the media's 'go-to' expert for your industry.
3. Three ways to use your media coverage to dramatically increase your profit.

This presentation is perfect for large conferences and corporate events. It is ideal for Business Owners both large and small, Marketing Directors, Marketing Managers and Digital Managers across a wide range of industries. It is best suited to be delivered from a stage in an auditorium type setting.

[Check out Monica's sizzle reel](#)



A professional video camera is mounted on a tripod. The camera's LCD screen displays a woman with long dark hair, wearing a blue sleeveless top, gesturing with her right hand while speaking. The camera's top LCD panel shows technical specifications: 'Fov 5.0D', '00:00:00:00', 'Profile 422', '1080p25', '80400', '180°', '5400K', and '100%'. The background is a soft, out-of-focus purple and pink light.

Topics

From Profile to Profit

Create newsworthy angles that will get your brand in the headlines

The media are thirsty for content, more now than ever. This is a very practical workshop, clearly explaining what the media are looking for when putting together content. Through Monica sharing her trade secrets, participants leave the workshop armed with the tools and confidence to consistently magnify their message in the media.

Three Takeaways:

1. Participants will gain a good understanding of the current media landscape and what journalists are looking for in a story.
2. Monica outlines 7 newsworthy angle ideas that participants can use to consistently achieve coverage in mainstream media.
3. A demonstration of how to combine media exposure with digital marketing to grow your business at an exponential speed.

This presentation is suitable to be delivered in a workshop style environment, anywhere from 1-3 hours at both corporate, Women in Business and entrepreneurial conferences. It is ideal for Business Owners both large and small, Marketing Directors, Marketing Managers and Digital Managers across a wide range of industries.

[Check out Monica's sizzle reel](#)

Monica Rosenfeld

has presented to



MUSE





Testimonials

Event Organisers

The Travel Industry Expo

"Monica was not only a pleasure to work with, but also directly responsible for driving attendance to the exhibition. Her presentation, "Hook, Line and Sinker. How to create newsworthy angles to get the media to take notice" drew the highest attendance of the entire conference and rave reviews across the board. I would highly recommend Monica's services to anybody and look forward to working with her again in the near future."

David Paterson, Portfolio Director at Exhibitions & Trade Fairs

Wired for Wonder

"Last year Monica Rosenfeld joined us to run a series of workshops at Wired for Wonder, an awe inspiring conference. Monica shared with our attendees her valuable experience when dealing with the media."

Mandi Ford, Wired for Wonder

WeWork

"Monica delivered a sensational workshop to our members. I feel that they can go away now and start to plan their PR strategy with confidence and clarity. I would like Monica to speak at all the WeWork offices as what she has to teach is extremely valuable and information that is not that easy to come by."

August Emily Skinner Event Manager WeWork

Growth Hackers Sydney

"Monica had great energy and delivered that really well to the audience. She is extremely passionate about PR and clearly knows her stuff."

Dan Siepen Growth Hackers Sydney

Media

Monica has featured in...



The Sydney Morning Herald

THE WEEKEND AUSTRALIAN 

The Sunday Telegraph

 **SHORTPRESS**

 **Mumbrella**

*Business
Chicks*

news local

THE  **AGE**

MORNINGS WITH



 **inside small business**

Kochie's
**BUSINESS
BUILDERS**

DAILY BULLETIN

australian
anthill

**FRIDGE
MAGAZINE**

YAHOO!
SMALL BUSINESS

dailymotion





Testimonials

Audience

"The time I invested with Monica was extremely valuable and I left with buckets of practical ideas and strategies to help grow our profile and business. Monica is a competent professional and I highly recommend her if you are wanting to grow your public (media) profile."

Russell Porteous, Firewize

"Monica gave a great speech on PR, and shared useful tips and actionable insights with the audience at the last Growth Hackers meetup in Sydney. Well worth a listen."

Ilter Dumduz, Blys

"Monica gave a brilliant talk on how businesses can get noticed and mass PR, from TV exposure. I was very impressed with the level of detail and real life examples given and would highly recommend any brand look to get noticed to contact Monica."

Esteban Martinez, 303 MullenLowe

"I have had the pleasure of experiencing two workshops that Monica has delivered. On both occasions, I have been able to walk away with some real and practical methods for attracting media attention. She has a warm, caring and friendly approach and goes out of her way to help. I would highly recommend Monica's services and look forward to working with her in the future."

Chantel Cleminson, Mentors Insync

"She wasn't there trying to sell her business. She gave us very practical examples as to how we can implement the information she was presenting. She gave us ten tips which I madly wrote down and which will be very useful."

Ilter Dumduz, Founder Blys - Mobile Massage on Demand

Contact

Book Monica Rosenfeld for your next event

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