

# Amanda Stevens



Amanda Stevens is a renowned thought leader on the customer experience. She combines current consumer insights with fascinating research into buying behaviour, delivering organisations and business owners powerful strategies for connecting with their customers – never more important than in a post-COVID world. Amanda has a double degree in consumer psychology and marketing and is a hands-on marketer, having consulted across almost every industry in Australia and the United States. Recognised as one of the most entertaining and energetic speakers on the circuit, Amanda has presented at over 1200 conferences in 14 countries and today is regarded as one of the best virtual presenters in the country. She combines practical strategies with a mesmerizing storytelling style, leaving audiences with memorable messages and actionable insights.

THE CONSUMER FUTURIST



## EPIC: future proof your brand

HOW CAN YOU CREATE ANTIDOTES TO DISRUPTION AND BUILD AN ENDURING BRAND?

### What you'll walk away with...

- The key characteristics of brands built to last
- Why striving for EPIC has never been more critical
- ▶ A 12-point blueprint for building a EPIC brand
- Why expertise and thought leadership are more important than your product or service
- ▶ The secrets of creating a brand positioning that captures the hearts & minds of your customers
- ▶ How to create a culture of innovation and make decisions that are insights-driven
- How to deliver a consistently EPIC experience.

