

Rebecca Merryfull

Keynote Speaker & Coach

I am a highly-rated keynote speaker, with over 20 years experience in marketing strategy and coaching. Blending operational strategy with leadership coaching, I specialise in building high-converting customer journeys, dynamic workflows, and distinct organisational storytelling. My speaker sessions turn complex digital strategies into clear, actionable frameworks.

SIGNATURE TOPICS

- ✓ Leading Creative Teams in the AI Era
- ✓ Customer Journeys that Drive Lifetime Value
- ✓ Comms Under Pressure
- ✓ Turning Stories into Strategy

KEYNOTES THAT FEEL LIKE MASTERCLASSES, NOT LECTURES

- Speaking without notes to keep the energy focused on the room.
- Translating complex operational concepts into practical business tools.
- Ensuring delegates leave with actionable Monday-morning steps.



rebecca@rebeccamerryfull.com.au

COMMS UNDER PRESSURE

CRISIS COMMUNICATION MANAGEMENT

Turn panic into a controlled, confident and caring response with the right structure and the internal support.

Internal resourcing and structure to support the deliver of crisis comms

Understand what to say and what not to say to build trust and navigate a crisis

Develop a robust plan that includes staff wellbeing

AUDIENCE OUTCOMES

- Understand what makes a crisis and the mechanics of modern crisis management
- Discover how to establish fast-response protocols and build internal teams specific to crisis comms
- Protect brand equity under intense scrutiny
- Lead internal and external stakeholders with clarity and authority.

SESSION DETAILS

Duration: 60 mins
Format: Keynote or Executive Briefing

Best for:

- C-suite forums
- PR & comms summits
- Board conferences
- Association conventions

AUDIENCE TAKEAWAY

Confident Crisis Comms Toolkit, featuring a full planning template, holding statements and staff wellbeing plan.

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