

# Lara McCulloch-Carter

Chief Brand Storyteller at READY2SPARK

Toronto, ON, CA

Lara's a secret you want to keep to yourself. Anti-PowerPoint, she's innovative, a storyteller & meaningful. I've hired her time &...

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## **Biography**

"Lara is genuinely one of those secrets you want to keep to yourself, but you can't help but share. Whether one-on-one, in small groups or in front of large audience, Lara demonstrates such professionalism as a presenter, with the antithesis of 'PowerPoint speak', her presentations are innovative, meaningful, and on the mark. She belongs to the future; is able to create a dialogue and solve problems in real time, and has no problem being a generous speaker, willing to listen and to help. That is why I have hired her and will do so time and time again. Absolutely brilliant." ~ Ryan Hanson, Beevents Hiring the right keynote speaker for your event can be a monumental task. You want to find someone who can connect with your audience, understand them and help spark solutions to their biggest business growth challenges. You want to build value for your attendees and convert them into raving fans about your event education. Lara McCulloch-Carter is a pioneering force in the evolving social media, marketing and branding revolution. With over 15 years experience as a Brand Strategist, she brings 'Big Brand thinking' to entrepreneurs and small businesses. It's the culmination of her expertise and her passion for industry that makes Lara a sought after business keynote speaker. She leaves no stone unturned 'building relevant and motivating education by investing in learning about your audience. A true storyteller by nature, she makes learning entertaining and memorable. Through her talks, Lara has inspired professionals around the world to rethink what they know about attracting customers. INTERNATIONAL SPEAKER Lara has spoken with audiences in: Hong Kong ? Philippines ? Singapore ? Australia ? Canada ? United States ? Jamaica ? Trinidad DIVERSE AUDIENCES Her audiences have come from a vast array of industries, some of which include: Consumer packaged goods ? Meetings ? Hospitality ? Camping (Day & Overnight) ? Telecommunications ? Banking ? Recruiting ? Conferences & Trade Shows ? Entrepreneurs

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Business Services, Social Media, Media - Online, Advertising/Marketing, Writing and Editing, Public Relations and Communications, Women, Consumer Goods, Market Research, Corporate Training

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## **Affiliations**

MPI, ISES

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## **Event Appearances**

**The NEW Way to win friends & influence people**  
CSEME 2009

**Keynote: Creating Evangelists**  
ATA National Conference (Call Centres)

**If I could go back...what I've learned and what I'd do differently**  
HSMAI Cleveland Chapter

**A Brand New World**  
MPI World Education Conference 2011

**Social media in events**  
Events Asia 2010

**Getting SMART about social media**  
MPI World Education Conference 2011

**Full day social media workshop**  
Events Asia 2010

**Corporate Social Media Workshop Training**  
Private Client

**Panel: State of the industry**  
Event Solutions / Catersource

**Corporate Social Media Workshop Training**  
Private client

**Socialize with a purpose**  
Event Solutions / Catersource

**Getting SMART about social media**  
ISES Calgary

**Developing a social media strategy**  
Event Management Institute Caribbean

**Event Marketing 2.0 Webinar**  
MeetingsNet

**Building a business in 140 characters or less**  
The Special Event Show

**It's time to get SMART about social media**  
American Rental Association 2011

**Creating a killer personal brand online**  
ISES Toronto

**Full Day Social Media Workshop**

**Social media for event planners**  
Eventology Conference & Expo

**Get SMART about social media**  
ISES Hong Kong

**Panel: Meet the masters**  
Eventology Conference & Expo

**Keynote: A Brand New World**  
Australian Event Symposium

**3 Stories from the bleeding edge: How real companies are getting real results with social media**  
The Special Event Show 2011

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## **Accomplishments**

**Connect Magazine's Top 40 under 40**  
Recognized by Connect Magazine in their Top 40 under 40 list.

**CSE's Top Industry Blog**  
READY2SPARK's blog won best industry blog from Canadian Special Events

**BizBash Industry Innovator 2011**  
Recognized by BizBash Magazine, a national publication, as an industry innovator in their inaugural Innovation issue.

**CEIA Spirit of the Industry Award 2008**  
Celebrated by the Canadian Event Industry Awards as a leader and champion of industry spirit.

**ISES Leadership Award 2007**

Recipient of the industry Leadership award by the International Special Events Society, Toronto chapter.

**ISES Dedication Award 2009**

Recognized for dedication to the Toronto Chapter of the International Special Event Society.

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