

Michael Neaylon

Accreditation, Sponsorship & Strategic Alliance Manager at MCME Pty Ltd

Australia, New South Wales, AU

Brand Speaker, Author and Mentor

Biography

Michael Neaylon is passionate about building, developing and maximising brand experiences for greater engagement, productivity, and profits. As director of boutique brand and speaker agency MCME, he leads a team of speakers, performers and presenters to support multinationals, SMEs and independent professionals. He gives keynotes, working sessions and consultancy on: - On Brand: Stand Out Personal and Business Branding Strategies That Work - The Brand Experience: Helping Organisations See their Business From the Outside In - Marketing Your Business in a Digital World: How to authentically leverage social media for greater brand experiences and profits. Michael is the current National President of the National Speakers Association of Australia. He is the author of the book, ?True Brand Toolkit: How to Bring in Big Money for Your Small Business.?

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Talent Management, Training and Development, Advertising/Marketing

Areas of Expertise

Master of Ceremonies, Personal Brand, Branding & Marketing

Affiliations

National Speakers Association of Australia

Sample Talks

The Brand Experience

A successful brand is a promise delivered. What's your promise? And how do you deliver on that? What's it truly like for us to experience your brand? In this engaging theatrical experience you'll discover how to: - Walk in your client's shoes for valued customer experiences they'll keep coming back for - See your brand from your people's perspective for greater engagement - Make your brand a stand out experience: from internal meetings to social media, sales... and more!

Event Appearances

Make Your Mark: How to Build a Personal Brand of Distinction
RSVP Event - The Leading Event for the Events Industry

Marketing in a Digital World
Small Business Month September

MC Mastery
NSW Business Chamber In House Event

Education

Western Australian Academy of Performing Arts
Diploma Performing Arts

National Institute of Dramatic Arts (NIDA)
Playwriting The Playwrights' Studio

University of Technology, Sydney
Post Graduate Creative Writing

WA Academy of Performing Arts
Diploma Dramatic Art

National Institute of Dramatic Art
Graduate Playwriting

Accomplishments

Member Designation - National Speakers' Association of Australia
National Speakers Association of Australia is the peak national body for experts who speak. Achieving member status is the first step in achieving globally recognised status as a CSP (Certified Speaking Professional).

National President of the National Speakers Association of Australia
Being the incumbent National President of the National Speakers Association of Australia is both a privilege and an honour, as I strive to serve the local and wider speaking community.

Ian Reed AWGIE Award
Awarded by the Australian Writers' Guild. Received the award for best new radio play for 'SixPack' which aired on one of Australia's leading radio station Triple J, before adapting the play for the stage premiere at the Sydney Opera House.

Testimonials

Jayne Lowe

'You have an energetic engaging style and are very passionate about what you do which shows, your follow up emails have been very well received. Absolutely would recommend to industry peers for training or guest speaker appearances in the future.'

Michael Cullen

I would like to take this opportunity to thank you personally for taking part in Small Business September 2011. Your involvement as a speaker was greatly appreciated and we had strong feedback on how motivating and inspiring your presentation was. We look forward to working with you again in the future.

Tanya Finley

Thank you. You were outstanding.

Alex Cowie

Michael Neaylon is the perfect MC. Intelligent, creative and personable. Spending time to research brands and businesses prior to the event is always a priority and his performance on the day is fluid. We never need to have any concerns about punctuality, appearance or content when Michael is involved, because of his professionalism. And his ability to dress up and become a character, adds an extra dimension to the events that he is involved in.

Rosa Lee

'We recently engaged Michael Neaylon to conduct speaker training for the RTA's annual Staff Awards. Michael trained our presenters, who were from all levels of management ? from the RTA's Deputy Chief Executive to general managers. Some individuals were seasoned public speakers, others has never presented at the RTA Staff Annual Awards? We received very positive feedback about Michael Neaylon's training and would not hesitate considering him for future training programs. The comments we received about the training included 'it was very worthwhile,' 'it was an excellent training session, well done,' and 'I could have done with another hour.'

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