

Retha van Staden

Social Media Workshop Facilitator & Online Marketing Consultant at Solutionetics

Cape Town, , ZA

Social Media Facilitator | Online Marketing Consultant | Networking Facilitator | Enneagram Enthusiast | Public Speaker

Biography

Public speaking comes easy to me, and I'm known for informative and fun talks on Social Networking, including Understanding Social Media, The Power of LinkedIn, Using Twitter, Blogging Basics, Pinterest for Business, MailChimp Newsletters and other customised topics. I spend most of my time helping professionals, entrepreneurs and teams understand and use online marketing and social media in the best way for their industry or business. This takes place via talks, workshops or private consultations - look at my website for contact details and dates for upcoming workshops. While technology has always been a huge part of my life and career, I love working and interacting with people. Combining the two is ideal, so I choose projects where this is possible. My 5 top talents are: Communication, Activator, Maximizer, Strategic and Individualization - according to the Gallup Organization's Strengthfinder. Roger Hamilton's Wealth Dynamics profile shows I'm a STAR, creator, supporter.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Internet, Training and Development, Social Media

Areas of Expertise

Social Media Strategy, LinkedIn, Twitter

Affiliations

Xtraordinary Women, Fine Women Network

Event Appearances

Understanding Social Media & LinkedIn

Southern Suburbs Estate Agent information session

Understanding Social Media & LinkedIn

Institute for Independent Business

Social Media Strategy

Xtraordinary Women Business Networking session: Blouberg

The Value of Social Media

Fine Women Business Networking meeting

Unleashing the Power of LinkedIn

COMENSA 'Technology in Coaching'

LinkedIn for Recruiters

LINX Group

To Tweet or not to Tweet

Xtraordinary Women Business Info meeting

The Power of LinkedIn

PR-Net Information session for PR industry

Marketing your SME via Social Media

Women in Business

Social Media Strategy & LinkedIn

Color Me Beautiful Africa Conference 2013

The Power of LinkedIn

Aura Soma network meeting at Allisone

Pinterest for Business

Hirsch's Networking Group

Education

APM Training - London

Certification PRINCE 2 Project Management Practitioner

Various Industry Qualifications

Novell Netware CNE Certification (Certified NetWare Engineer V2,3,4)

Ennea International

Certified Professional Individual & Team Development

Testimonials

Ross Bartholomew

Retha hosted a session on integrating your business with LinkedIn at the recent JoomlaDay in Cape Town and it was really an eye opener. I don't believe that there was a person in the room who didn't learn a great deal, and for the first time start to understand the enormous role that the social media, and LinkedIn in particular, can make in one's business. I would certainly recommend her to give you some serious help in this regard as she knows her stuff for sure!

Robyn Young

Retha has an incredible ability to create sense out of the complexity that is social media. And she does it in a way that's not only informative, but light-hearted and entertaining as well. It's clear that Retha has in-depth knowledge of her subject which she shares willingly, patiently and in a language that's easy to understand. Whenever I've suggested Retha's talks or workshops to clients, the feedback has been glowing. Highly recommended.

Brian Berkman

I am impressed by Retha's ability to translate technical jargon into clear language as well as her grasp of marketing trends. After every meeting or attending one of her talks, I am enthused and moved to action. When I have a question about using LinkedIn, Social Media or applying technology to a marketing question, Retha's is the name that comes most readily to mind.

Stephany Richter

Retha is a knowledgeable, interesting and creative facilitator. She helped us to quickly see the benefits of social media in recruitment and had a practical hands on approach that will work for us. She is passionate about her field and incredibly energising.

Robyn Hey

Retha is an expert in her field. Her understanding of social media and its advantages to businesses is vast and she has a wonderful way of making that understanding accessible to technophobes like me. I have attended presentations and workshops run by Retha and have found these to be engaging, informative and practical. I unreservedly recommend Retha as a speaker and social media consultant.

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