



**DID SOMEONE
SAY "SPEAKER"?
I LOVE
TO SPEAK!**

ABOUT FRANCINE BISHOP

From humble beginnings as a single parent with no right to start a business to an entrepreneur, award winning business owner, keynote presenter and author. Francine Bishop is a storyteller at heart and has found her passion helping business owners around the world.

It has been 5 years since Francine took the plunge and launched into the world of entrepreneurialism. An enormous learning curve, some massive realisations, hundreds of presentations, a book and an ever expanding list of clients later, and Francine is recognized as a speaker who “puts things in context for her audience”.

Finding her niche in social media and digital marketing seems obvious now. After identifying her brilliance lies at the intersection of technology and behaviour. And embracing the ever-changing digital landscape, explaining it simply, and in a manner that makes sense for the everyday person is what lights Francine up.

She is particularly passionate about helping business owners, parents, teachers and children (who are growing up in this crazy, digital world), how to use social media wisely. Francine uses stories to explain the psychology which makes us (people) act and interact. She strongly believes *when we understand **why** people do things we can influence their behaviour.*





For business, Francine focuses on and inspires business owners to see opportunity. Social media can be phenomenal for business. Leveling the playing field between small and large, city and country business. Finding a balance between opportunity and risk. Businesses are exposed to a new kind of consumer behaviour. Francine re-iterates when we understand it, *we can influence and benefit.*

For parents, teachers and youth social media changes the communication landscape completely. Francine has studied the impact of social media and digital devices extensively and speaks from a scientific perspective on why and how we should encourage good behaviour patterns. This is a new era and we won't see the full impact for many years to come but science and psychology can help us to make good decisions. *When we understand we can influence behaviour.*

The digital space is complicated by others with bamboozling jargon and a mishmash of statistics and concepts. Francine shares strategies that apply - to her audience, in the context of her audience and with relevance to her audience.

Award winning business owner, the author of ***Social Media Evolution : How to Attract Customers To Your Regional Business*** and trainer of well over 2,000 business owners, Francine combines strategies, stories, humour and humility to inspire and motivate her audience to go forth and leverage the power of social media.



KEYNOTE PRESENTATIONS

MAKE YOUR BUSINESS POP ONLINE

7 Vital Elements of a Professional Online Presence (POP!)

Are you fiddling on Facebook, tinkering on Twitter or loitering on Linked In and left wondering “is this really working?” During this presentation Francine will show you how your online presence works to attract attention, generate leads and convert to clients. Francine takes a holistic approach, unlike any other social media speaker, and will reveal how your business can POP online.

BECOMING A SOCIAL BUSINESS

Creating a culture of engagement in the digital age

Over 80% of consumers are looking online for products and services and they’re looking for reviews and recommendations. When you create a social culture in and around your business – your customers do the marketing for you. In this presentation, you’ll learn how to create that culture and make it “normal” for people to engage and share their experiences with your prospects – marketing on your behalf.

OVERCOMING THE CONTENT CRUNCH

Build a content eco-system in your business and never run out of ideas again

With the increasing need for regular updates, posts, tweets and videos businesses are faced with a massive resource drain - trying to figure out what they should post online, producing content and posting regularly.

What you share online is called content. During this presentation I reveal simple, systemized ways to create a stream of content and ensure your business never runs out of juicy, relevant and engaging information to share with your audience.

DEVELOPING IN THE DIGITAL AGE

Understanding your choices

In this presentation Francine shares scientific data about how social media and digital devices affects the brain. Revealing how our new way of communicating is changing our futures. She shares stories, case studies and evidence which are sure to influence the choices we make in the digital age.



SOME WORDS FROM OUR CLIENTS



“Francine has consistently delivered high quality information and training to our regional business community. By maintaining up-to-date knowledge of current trends in social media and online marketing, Francine ensures that she provides the highest level of assistance to her clients.”

TREVOR JONES

Economic Development Manager at Shellharbour City Council

“If you are looking for someone who can create an atmosphere of teamwork and fun, as well as having the skills to train, create solutions and increase your social media knowledge then look no further than Francine Bishop. Francine is highly professional, personable and demonstrates a strong passion for her business. Her enthusiasm and ability to relate to people is well known by her colleagues and clients. She has a lot to offer any individual or organisation and I would highly recommend her.”

LEE COOPER

Regional Development Australia, Illawarra

“I have had Francine present to several of my business networking groups and the feedback is always excellent. Her style is authentic and energetic. Attendees walk away motivated with ideas, actions and strategies to grow their business and that’s the goal when we bring in speakers. I highly recommend Francine Bishop as a speaker and trainer and look forward to having her back again.”

LYNNETTE KEARNEY

Manager ITeC – South Coast

“Francine is always professional and has a thorough knowledge of her subject matter. I worked with Francine for 12 months when she joined the CleverLink Connect program team as a Trainer and Social Media mentor. She has a great, personable approach and our small business participants repeatedly told me they looked forward to her training sessions. Francine always delivers polished training (even at short notice!). She has strengths in delivering training to a large audience and is also great at guiding people on a one to one basis too. I very much look forward to working with her again in the future.”

JO HALIOS-LEWIS

Program Co-Ordinator, AusIndustry Small Business Program

“Francine’s workshop last night was a fabulous presentation with lots of great strategies and insights. Her delivery kept us all spellbound with facts, humour and professionalism. Thank you for providing the community with a very well worthwhile, short and sharp workshop.”

DEBBIE PAKIS,

TAFE NSW – Illawarra Institute, Moruya Campus

“Dear Francine, Our sincere thanks for our one-on-one yesterday. You are an inspiring and skillful trainer and we were thrilled with the amount we picked up, and how far we progressed with our blogs. Mark has posted his first “ramblings” and we will have his site (version 1) finished by the end of today – logo and all! Your generosity with time and expertise was greatly appreciated.”

NERIDA AND MARK BOWMER

Gosh PR



AUTHOR | SPEAKER | TRAINER

FRANCINE HAS WORKED WITH

If you're convinced Francine is the right person to present to your audience, get in touch. Francine will do everything she can to help make your event a huge success.



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