



# Pamela Gilchrist Corson

## More Impact Now

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### Expertise

Business Strategy, Leadership, Branding,  
Managing Growth & Change, Engagement

### Most Requested Topics Include

- ~ **10 Trend Tsunami™**: 10 Trends Changing “*Business As We Know It*” Forever
- ~ **Giant Blue Cheetos**: Stop Wasting Millions On Marketing Gone Wrong
- ~ **Expert Influence™**: How Personal Branding Can Rapidly Grow Your Business
- ~ **Game Change**: Why You Can’t Ignore The Social Media Conversation
- ~ **Big Branding DOA**: Now Let’s Get Down To Business
- ~ **Maximizing The Personalities On Your Team**: Fast Fixes For Team Dysfunction



### **Keynote: Tsunami Success™** *How to Surf The Big Waves Of Change*



**When you want impact -- you need Pam Gilchrist. Inviting, engaging, humorous and creative, you can count on Pam to deliver a customized program to make your meeting a success! Through relevant examples, audience participation and actionable take-aways – Pam delivers.**

A well-known presenter across the country, Pam speaks to corporate, association and non-profit organizations. Her keynote speech “Tsunami Success™” gives leaders tips on how to carefully capitalize on opportunities, face the future head-on, innovate instantly and engage employees.

An international award-winning leadership and communications expert, Pam has served as chief communications council for companies ranging from Fortune 100s to small businesses for 25 years. In 2009, she was named PR Professional-of-the-Year by the Cincinnati Chapter of PRSA.

As CEO of the Gilchrist Group and PR-Link®, Pam provides breakthrough business strategies for organizations during times of dramatic change and growth. She is a member of the National Speakers Association (NSA) and is also a member of the PRSA Counselors Academy, AMA and ASTD.

NOTE: Pam will customize her talk for your specific industry group or organization. You can count on unique, current and in-depth content that will resonate with your attendees. A polished and powerful speaker, Pam uses real-world anecdotes and compelling multi-media visuals to tell her story. 

*Incredible! I am walking away with a renewed interest in my business.*

**Kristan Getsy, CEO**  
**Life's Eyes Media**

*Pam's thought leadership positioning for B2B is compelling and fresh...excellent examples and takeaway strategies...An excellent addition to any conference.*

**Chris Eifert, President**  
**Tricom B2B**

*Pam is an articulate and engaging speaker. She gets to know her audience and customizes her speeches... Any group looking for a professional presentation would benefit from Pam's expertise.*

**Jill Isaacs, Fmr. President**  
**Newport Optimist Club**

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### **Tsunami Success™**

***Surf The Big Waves & Seize Success Now***

*Waves of change are sweeping the U.S.A. and our world. You have two choices: Get on your board and surf or be swept away.*

Gilchrist has been tracking and researching what she calls the “10 Trend Tsunami™” for more than six years. She labeled the Great Recession a “tsunami” long before pundits and advertisers claimed the phrase.

She will share the Top 10 socio-economic trends that are shaping the new economy, as well as steps you need to take now to capitalize on them. Right now is the time to outwit your competition and position your organization as a leader in the recovery.

#### **In this session attendees will learn:**

1. Seize emerging opportunities to strengthen market share
2. Adapt quickly to the rapidly changing socio-economic landscape ahead of your competitors
3. Leveraging core strengths in the new economy
4. Learn how to be THE industry thought leader in the recovery

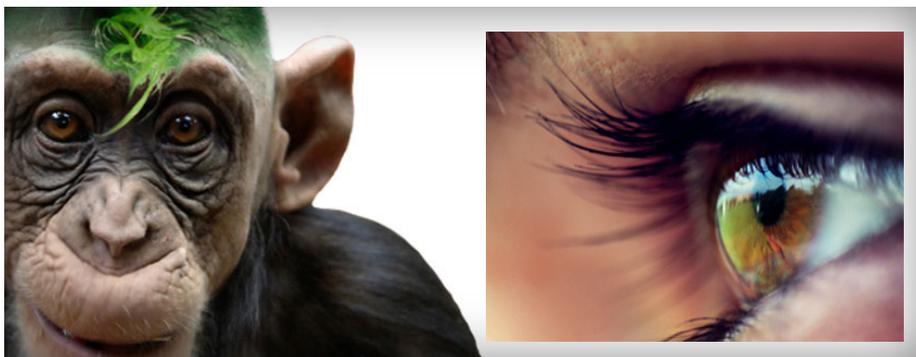


## 5 Strategies To Build Brand Awareness

The message landscape is increasingly cluttered. It is harder than ever to cut through and capture the "mind-time" of your stakeholders. Building brand awareness takes focus and the ability to crystallize your communications in a way that truly resonates.

### In this session attendees will learn:

1. How to build an effective word-of-mouth campaign
2. Embed key messages into live networking
3. Leverage social media/social networking
4. Use speaking engagements for expert positioning
5. Publish articles and cross-link to your website



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### Member Engagement Case Study

Are you having a tough time getting members engaged? Maybe it has something to do with how you're communicating the value of your organization. In this session, learn from an award-winning case study how one non-profit organization is addressing this issue.

#### In this session attendees will learn:

1. Best practices in evaluating your communications
2. How to measure member engagement
3. Easy changes you can make for quick improvements



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## **Executive Presence Workshop**

In this workshop you will learn how to amp up your executive presence, command attention and communicate for results. Rising leaders and partners can improve their effectiveness as an executive. This is an interactive session where attendees will learn through experience.

### **In this session attendees will learn:**

1. Work a room before, during and after meetings
2. Strengthen presentation and communications skills
3. Enhance business development opportunities
4. How to comfortably interact with senior executives
5. How to adapt your personal style and still be authentic
6. Change how you deliver messages to match executive learning styles



## Maximize The Personalities On Your Team

### Why People Click Or Conflict And What You Can Do About It

This fun, energetic session opens with a montage of the famous – from presidents to rock stars and gives attendees a chance to guess their personality types. Then, it quickly drills down to the lemming you can't get along with in the next cubicle. As a Certified Personality Trainer, Gilchrist will reveal nine universal personality types and explain why they click or conflict in the workplace.

By understanding underlying personal needs that drive behavior, communicators can more quickly drive for results, reduce conflicts and gain buy-in from senior leadership, teams and departments.

#### In this session attendees will learn:

1. Why some C-level execs want a 20 page proposal and others will only read two
2. To identify constant correctors, pleasers, competitors, bullies and more
3. Take home strategies you can employ immediately
4. Improve your communication effectiveness

*At the end of the day, all people are looking for the same thing – to be heard, understood and accepted. Come learn what makes other people tick – and maybe a bit about yourself.*

## **Managing Up**

In this workshop you will learn how to get things done and formulate the right kind of “ask” that gets results in your organization. Often, how we ask determines if we get what we want.

### **In this session attendees will learn:**

1. How to “drop bread crumbs” that lead decision-makers to the right conclusion
2. How not to spill your popcorn in the lobby and think like a salesperson
3. How to show not tell and involve leaders in the process
4. How to be solution-oriented and solve problems



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In this fast-paced session, you will learn how to integrate Twitter into your branding and marketing to increase engagement and build relationships.

According to USA Today, “Twitter is a real-time barometer of peoples’ reactions to events and products, and as such it is causing all manner of folks to pay close attention.”

Discover what all the tweet is about.

### In this session attendees will learn:

1. Learn how to engage in the conversation without becoming birdshot
2. Learn specific ways to grow your personal brand through Twitter
3. Learn seven Twitter tips to extend the lifespan of your speech in the Twittersphere

**Bonus:** Attendees will also receive a copy of Gilchrist’s “*The 12-Step Program to Conquering Twitter*”



## Social Networking Success

With Mark Zuckerberg being named *Time* magazine's Person of the Year for 2010 there's no doubt that social media is here to stay.

Organizations are starting to wake-up to the fact that they need to engage, but aren't sure how. This session let's you in on the secrets of social networking success.

### In this session attendees will learn:

1. Clearly understand how to easily connect and engage in relevant conversation
2. The best networks to build community
3. How to use social networking to add value
4. Where to focus your time and resources



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## Build Your Digital Brand With Content & Context

### Learn *Content* and *Context* best practices to drive brand value

Don't get swept up in the next wave of widgets and fail to focus on two true value drivers. Your content is key. Rich, relevant, innovative content builds stickiness and brand loyalty. The context of your conversation is what provides scope and boundary maps to keep you from wandering off the reservation and diluting the impact of your brand.

#### In this session attendees will learn:

1. Why content counts
2. Tips to overcome content development fatigue
3. How to develop a context roadmap
4. Best practices from brands that get it right
5. Practical tips that you can implement tomorrow



## Is Your Website DOA?

The litmus test for a great website has changed dramatically in the last 12 months. The launch of real time Google search in late 2009 was a game changer. Now, it is imperative that your site is fully leveraged and social media integrated.

### In this session attendees will learn:

1. Easy ways to keep your digital presence alive and well
2. Understand the bottom-line business results you can expect by integrating your Web site and social media profiles
3. How to leverage major social media sites to boost sales and search engine rankings
4. Understand the essential elements that take a Web site from an online "brochureware" to a dynamic space to grow relationships with prospects and customers
5. Why researchers have proven that video gives you an instant search engine boost

