



SPEAKER KIT 2019

Helping brands sell more
effectively to the world's
most powerful consumer





“Mums are the powerhouse of the Australian economy - they’re responsible for **\$132 billion in spending every year. They are the key decision maker across multiple industries including automotive, banking, travel and consumer goods.**

Yet they remain misunderstood, misrepresented and undervalued with **63% of Australian Mums claiming they are not understood by brands and advertisers.**

There has never been a more important time to understand this influential consumer to drive sales and profit in your organisation.”

Katrina McCarter

KATRINA MCCARTER

Founder & CEO, Marketing to Mums

ABOUT KATRINA

Katrina McCarter is the founder and CEO of Marketing to Mums. She is a marketing strategist who specialises in understanding mothers as a powerful market sector, through experience and research.

She holds a Bachelor of Business (Marketing) and a Masters of Business Administration (International Business) and has more than fifteen years sales and marketing experience working across diverse industries including grocery, hardware and online.

Eight years ago after the birth of her three children she launched Bubbler.com.au, an award-winning shopping website for mums which she grew to a community of more than 150,000 mums before selling in late 2016.

Katrina is the author of the best-selling business book, *Marketing to Mums : How to sell more to Australia's most powerful consumer*.

Katrina is an accomplished international speaker having spoken in Paris and New York in 2018.

In 2019 Katrina will release three new pieces of research: a report into what Australian Mums want from automotive brands, a study into Mums and their relationship with Money and attitudes towards banks and financial providers and, a study into how to reach pregnant and first time mothers.

Katrina will also write her second book about Marketing to Mums which focuses on helping marketers from big brands on how to stay relevant with the rapidly changing behaviours of mothers.

MY MISSION

"I passionately believe there is a new way to communicate and sell to mums. Mums are responsible for \$132 billion spending every year* in Australia yet 63% of Australian mums believe that advertisers don't understand them. There is a massive opportunity for businesses who get this right. I help businesses improve their sales amongst this powerful consumer segment."

*GlobalData, 2011





BOOK

Katrina launched her first book, *Marketing to Mums: How to sell more to Australia's most powerful consumer* in August 2016. It went #1 on Booktopia's Business Bestseller list outselling the likes of Simon Sinek, Timothy Ferriss and Sophia Amoruso.

Katrina can include copies of her book at wholesale rates as part of a speaking engagement package for your organisation.

Katrina's book is an excellent asset to support the implementation of her expertise and learning.

Katrina will write her second book in 2019 and has plans to launch another five books in the next decade.

"A must read book for anyone who sells anything - seriously. Mothers drive the commercial decisions every family makes, and 'Marketing to Mums' is my new bible on how/when/why/where to pitch to this most powerful consumer class. The data McCarter presents is compelling. I can't recommend this book more highly, and in fact have already recommended it to many of my colleagues. Great read."

Kate, Amazon.com review

MEDIA & PRESS

Katrina is a sought after thought leader, consultant, best-selling author and experienced international speaker who regularly contributes to and has featured in leading business media.

Katrina was a finalist in B&T Women in Media Award 2017 (Entrepreneur Category) and 2018 (Marketing Category).



PODCASTS

Katrina is a sought after guest on Australia's best podcasts including The CMO Show, DENT Global, #BusinessAddicts, Mums with Hustle, Breaking Digital and Get It Done Mum.



PODCAST HOST

In November 2018, Katrina will launch the world's first podcast designed to help marketing professionals and business owners improve their communications and sales to Mums.

In Marketing to Mums - the podcast, Katrina McCarter interviews leading experts from the around the globe to share latest research, insights and the subtle nuances of different Mum segments. Guests include best-selling authors, international speakers, leading researchers and brand leaders who are influencing some of the biggest brands around the world.

Marketing to Mums - the podcast caters for CMOs, Marketing Directors, Marketing Managers, Brand Managers, Digital Marketing Executives, Customer Insight teams and Business owners.

Katrina's podcast are approximately 30 minutes per episode making them perfect for the commute to and from the office.



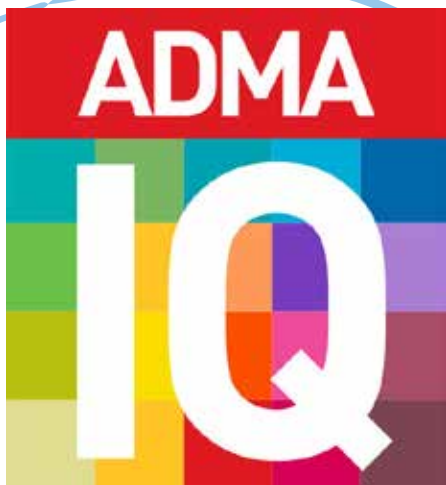
ADMA INDUSTRY TRAINER

Katrina McCarter delivers the Digital Marketing Certificate and Digital Marketing Essentials courses in Melbourne for the Association of Data-Driven Marketing and Advertising (ADMA).

"I think Katrina was a great instructor. Very captivating, great listener and great speaker."

"Katrina has so much knowledge and she was excellent at teaching and sharing her experiences. "

"Great couple days learning from one of the best in the industry (Katrina). "



www.adma.com.au/iq

AWARDS AND ACCOLADES

2018 M2Moms "Take the Cake" Best Speaker Award

"You are a smart, talented and engaging presenter. And your closing keynote, 'How Can Your Brand Survive in an Age of Digital Savvy Moms? Five Tips Coming Up' was outstanding. Your 5 Tips: Testimonials, Storytelling, Customer Experience, Niching and Empathy were clearly delivered, with great examples and the wonderful energy you bring to every on-stage appearance."

Nan McCann, President, PME Enterprises/M2Moms Conference

Voted #1 for Content and #1 Most Engaging Speaker at Mums Marketing Conference in both Melbourne and Sydney

"Katrina has been an excellent addition to our line up for our first ever Mums Marketing Conference, held in Sydney and Melbourne, 2017. She was pivotal in helping us launch the conference into the market by utilising her own networks for promotion and also by reaching out to a number of her own contacts personally too."

At the event itself Katrina delivered our highest rated talk at both events, it was excellent. Katrina was voted the number 1 most engaging speaker AND number 1 most informative, we will definitely be inviting her back next year! I can't rate Katrina high enough for your event, she is the upmost professional and a genuine pleasure to work with."

David Willey, Founder & Director, Growth Tank

B&T's Women in Media Awards Finalist 2018 (Marketing) and 2017 (Entrepreneur)



CLIENTS I'VE SPOKEN FOR



INTIMO



GROWTH
TANK



esprit



League of
Extraordinary
Women.

CONNECTING FEMALE
ENTREPRENEURS
AROUND THE GLOBE



SPEAKER TOPIC 1

HOW CAN YOUR BRAND SURVIVE IN AN AGE OF DIGITAL SAVVY MUMS? 5 TIPS COMING UP!

Consumer behaviour has evolved at warp speed. Today's Mums are more empowered, informed, and equipped than ever before to make savvy buying decisions. Despite information overload, Mums have developed impeccable skills to filter information and make smart choices with their spending.

With the smartphone in every Mum's hands supplying a never-ending wave of content, the question brands need to ask is: how do we break through the clutter to become a welcome and relevant visitor to her screen?

In this forward thinking presentation, Katrina McCarter will reveal 5 marketing strategies to capture a piece of any Mum's valuable attention, build trust and gain her business.

You'll learn:

- The power testimonials can have in building trust and credibility.
- How the art of storytelling can help form strong connections and ultimately transform your business.
- The important role customer experience plays in the way Mums shop.
- Why narrowing your focus and serving niche segments within the Mum market is an imperative to success.
- How humour and empathy can make your brand stand out from the competition and create a legion of raving, loyal Mums.

This presentation is totally relevant across all industries. It will deliver vital insights to Marketing Directors, Marketing Managers, Brand Managers, Digital Marketing, Social Media Managers, Communication Managers, PR executives and Innovation teams.

This presentation was first delivered in New York in October 2018 at the M2Moms Conference where Katrina took out the 'Take the Cake' Best Speaker Award 2018.





SPEAKER TOPIC 2

MARKETING TO MUMS: WHAT AUSTRALIAN MUMS WANT FROM BRANDS

Mums are the powerhouse of the Australian economy and they're responsible for more than 80% of consumer spending.

How well do you know them?

Drawing on the latest research from Marketing to Mums, highly respected industry expert and best-selling author, Katrina McCarter, will help you navigate through the potential pitfalls of selling your products and services to mums. Katrina offers practical solutions for marketers to differentiate your message to successfully engage with Mums. You'll gain an important commercial advantage in an increasingly competitive marketplace by developing a deeper understanding of what Australian Mums want from brands.

This presentation is perfect for Business Owners, Marketing Directors, Marketing Managers, Brand Managers, Digital Managers, Social Media Managers, Media and Communications Managers and Customer Insights Teams.

This was Katrina's signature presentation in 2018. It was voted #1 for 'Most Valuable Content' and Katrina was voted #1 'Most Engaging Speaker' at the Mums Marketing conference in both Sydney and Melbourne. It was also presented at Mums & Marketing in Paris in September 2018.

SPEAKER TOPIC 3

THE MOTHER OF ALL OPPORTUNITIES

Research shows that if Mums were an industry they would be the largest contributor to GDP in Australia. However, there are key segments that are being overlooked and it's costing brands valuable sales and profit.

In this presentation, Katrina McCarter shares with you the five biggest opportunities in the Mum market – Single Mums, Invisible Mums, Immigrant Mums, Tech-First Mums and Grandmothers. In a fast moving, increasingly complex market your brand cannot afford to overlook or diminish the importance of these sub-segments of Mums.

Find out from Katrina how to talk their language and make a real connection that builds trust in your brand. Through targeted campaigns you'll be able to drive growth and opportunity in this overlooked, misunderstood and untapped section of the market.

This presentation is perfect for Marketing Directors, Marketing Managers, Brand Managers, Digital Managers, Social Media Managers, Media and Communications Managers, Customer Insights Teams and all other executives that need to sell more to Mums.



SPEAKER TOPIC 4

GEN Z: BE READY FOR THE MOTHER OF TOMORROW

With a short attention span, massive native tech awareness and the ability to multitask like no other generation, Gen Z Mothers are the emerging force to be reckoned with for the savvy Marketer. By 2020 Gen Z will represent 40% of consumers and brands will need deep insights into this tech-reliant segment to be prepared for success.

In this exciting presentation, Katrina McCarter will help you understand why standard marketing strategies will not work with the Gen Z Mum. Drawing on recent research and her own Mum expertise, Katrina will bring you up to speed with all you need to know about this digitally agile and adaptive emerging generation of mothers who will redefine parenthood as we know it. Plan for the future, find out how to inspire Gen Z Mums with inspiring content and targeted and relevant messaging.

It is perfectly suited to an audience of Marketing Directors, Marketing Managers, Brand Managers, Digital Marketers, Social Media Managers, PR Managers, Sales Managers and Customer Insights and Innovation teams.



SPEAKER TOPIC 5

REBUILDING TRUST AMONGST THE WORLD'S MOST POWERFUL CONSUMER

Trust is the most valuable commodity that your brand possesses; the strongest and most valuable relationships are built on this foundation. So, what happens when the most powerful consumer in the world no longer trusts you? Mums are increasingly turned off by pushy advertisements that marginalise and misunderstand them. They are rejecting brands that fail to deliver what today's Mums need and demand from brands.

So how can your brand rebuild trust with Mums? In this presentation Katrina McCarter shares her 7 successful strategies to build rapport, rebuild trust and create a strong, valuable relationship with the Mum Market. You will learn how to communicate effectively and confidently with Mums using Katrina's deeply insightful research into 1800 Australian Mothers.

This presentation is totally relevant across all industries. It will deliver vital insights to Marketing Directors, Marketing Managers, Brand Managers, Digital Marketing, Social Media Managers, Communication Managers, PR executives and Innovation teams.





SPEAKER TOPIC 6

FUTURE TRENDS IN MARKETING TO MUMS

Responsible for a spend of \$132 billion a year, Mums in Australia are a financial force to be reckoned with and cannot be ignored. Misunderstood, misrepresented and undervalued they are a powerful segment of the market that, if enticed with trend led, effective, marketing strategies, have the potential to supercharge your sales and growth.

Katrina McCarter is an expert in Marketing to Mums. Through her own extensive research she has a deep understanding about how to communicate effectively with Mums. Katrina's presentation will reveal 7 key trends that impact Mums spending behaviours, providing you with the ultimate commercial advantage.

Maximising ROI on your marketing spend is vital to achieving your sales growth potential. Katrina will show you how to craft a successful 2019/2020 marketing campaign that effectively engages with, connects to and converts this constantly evolving, powerful section of the Australian market. Get ahead of the game and future proof your Marketing to Mums.

This presentation is totally relevant across all industries. It will deliver vital insights to Marketing Directors, Marketing Managers, Brand Managers, Digital Marketing, Social Media Managers, Communication Managers, PR executives and Innovation teams. teams.

SPEAKER TOPIC 7

REDEFINING SUCCESS

What does it mean to be successful? In this presentation, award-winning businesswoman and mother of three, Katrina demonstrates that success differs for everyone as she shares seven learnings she has made on her journey from corporate businesswoman to stay at home Mum to successful entrepreneur.

This is Katrina's signature motivational keynote designed to entertain, inspire and motivate your audience to question how they view success and reflect on their personal contribution to their organisation.

Light-hearted at times but with a serious message about contribution and the importance of team making it the perfect presentation for an International Women's Day event or a conference where you want your audience to feel their contribution is important and valued. It resonates particularly well for the finance and banking industry with many stories shared in this area. It is suitable for both a male and female audience.



INDUSTRY SPEAKER TOPICS

Katrina specialises in tailoring her presentations for specific industries. Here are some examples:

SPEAKER TOPIC 8 - AUTOMOTIVE

WHAT AUSTRALIAN MUMS WANT FROM AUTOMOTIVE BRANDS

Mums are the powerhouse of the Australian automotive industry yet 72% of Mums say Automotive brands don't understand them.

Using latest research of more than 950 Australian Mums, highly respected industry expert and best-selling author, Katrina McCarter, will help you navigate through the potential pitfalls of marketing cars to Mums. Katrina offers practical solutions for automotive marketers to differentiate your message to successfully engage with Mums. You'll gain an important commercial advantage in an increasingly competitive marketplace by developing a deeper understanding of what Australian Mums want from automotive brands.

This presentation is ideal for Automotive industry conferences and Automotive in-house conferences and training events.

SPEAKER TOPIC 9 - TRAVEL

THE \$8 TRILLION-DOLLAR INDUSTRY WHICH MUMS KNOW BEST

Whether it's the family vacation, a weekend escape with girlfriends or a business trip, mums hold the decision-making power in one of the world's fastest growing and largest sectors. Travel and tourism accounts for 10% of global GDP.

Using extensive research and expert analysis, marketing strategist Katrina offers practical tips for travel marketers. These tips allow marketers to cut through the noise and understand what motivates a mum who is trying to make a travel decision. Learn how to gain a commercial advantage in an increasingly competitive marketplace by using Katrina's tools to maximise the effect of authentic storytelling, reviews and user-generated content. This is essential information for travel marketers worldwide; some of the results are surprising.

This travel presentation was delivered at M2Moms conference in New York and BIG4 Holiday Parks in Brisbane. It is perfect for Travel Marketers, Tourism Operators, Airline and Accommodation providers, OTAs, Travel Publishers, Destination and Attraction Marketers.

SPEAKER TOPIC 10 - BANKING

WHAT AUSTRALIAN MUMS WANT FROM BANKS

Mums are the powerhouse of the Australian economy – they consider themselves CFO in 69% of households. How well do you know them? And how well do they know you?

Drawing on the latest research and expert analysis, highly respected industry expert and best-selling author, Katrina McCarter, will help you navigate through the potential pitfalls of selling your banking products and services to mothers. Katrina offers practical solutions for banking marketers to differentiate your message to successfully engage with Mums. You'll gain an important commercial advantage in an increasingly competitive marketplace by developing a deeper understanding of what Australian Mums want from the banking sector.

This presentation suits conferences and events attracting bankers, financial marketers and communication teams, financial planners, mortgage brokers, lending institutions and insurance agencies.

WORKSHOP - TOPIC 11

MARKETING TO MUMS MASTERCLASS


Mums in Australia are responsible for \$132 billion in spending every year yet 63% of Mums believe advertisers and brands don't understand them. In this hands on workshop, award-winning businesswoman Katrina McCarter will help you develop a strategy to become more profitable. Katrina will introduce you to her unique 8 Pillars of Success framework.

This workshop is designed to ensure that you walk away with a roadmap to success and a clear understanding of next steps. This will all be specific to your business and written in the *Marketing to Mums Workbook*.

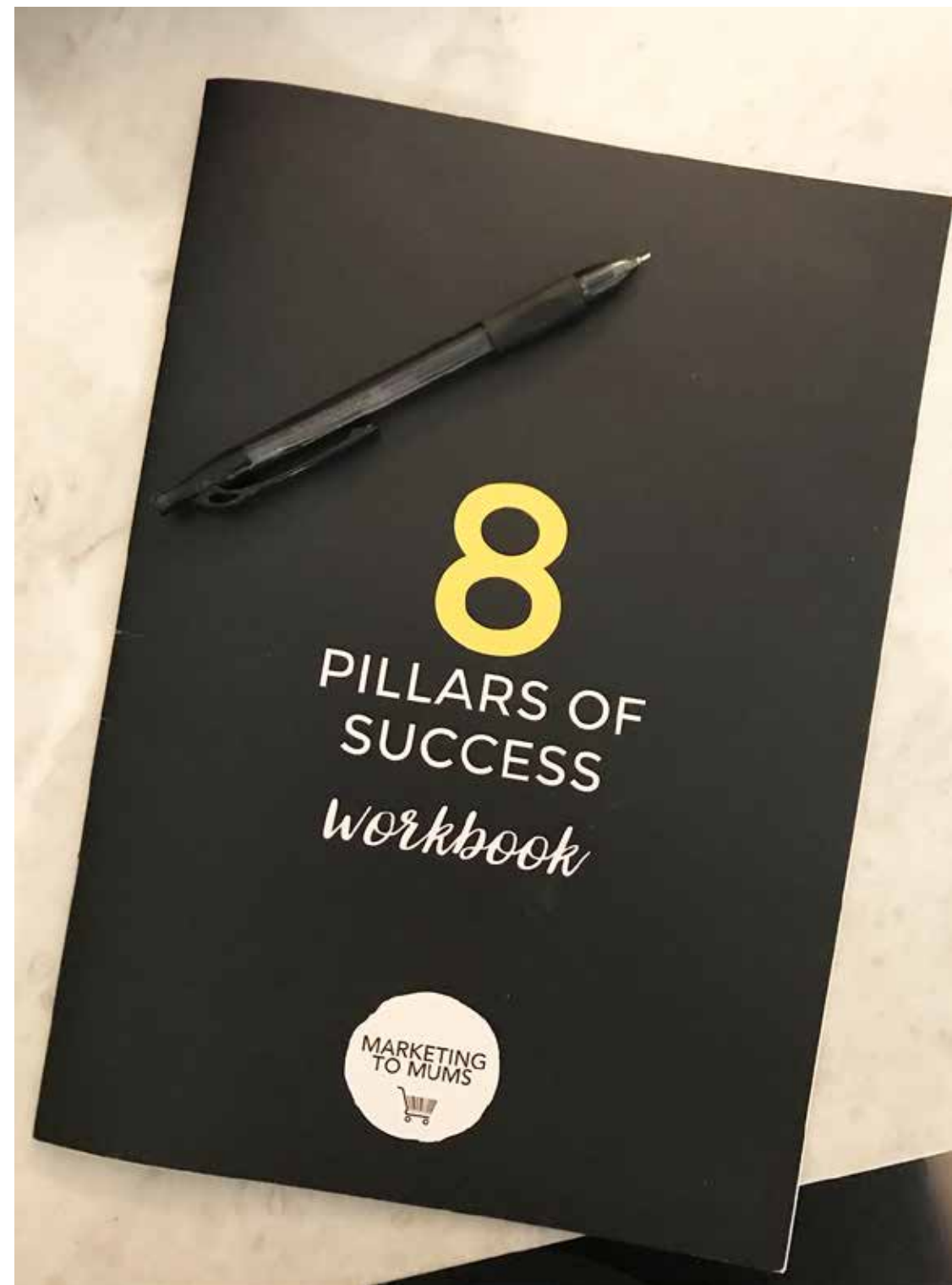
This workshop is most suited to small and medium business owners, Mumpreneurs, Social Media Managers, Marketing Managers and women in business.

This workshop can be adapted to any industry, making it perfect for membership based associations and franchise businesses.

This can be run as a half day or full day event.



**Katrina is able to create
bespoke content for
your business, event or
conference on request**



Topic 1

HOW CAN YOUR BRAND SURVIVE
IN AN AGE OF DIGITAL SAVVY
MUMS?

Topic 2

MARKETING TO MUMS : WHAT
AUSTRALIAN MUMS WANT
FROM BRANDS

Topic 3

THE MOTHER OF ALL
OPPORTUNITIES

Topic 4

GEN Z: BE READY FOR THE
MOTHER OF TOMORROW

Topic 5

REBUILDING TRUST AMONGST
THE WORLD'S MOST POWERFUL
CONSUMER



Topic 6

FUTURE TRENDS IN MARKETING
TO MUMS

Topic 7

REDEFINING SUCCESS

Topic 8

WHAT AUSTRALIAN MUMS WANT
FROM AUTOMOTIVE BRANDS

Topic 9

THE \$8 TRILLION-DOLLAR
INDUSTRY WHICH MUMS KNOW
BEST

Topic 10

WHAT AUSTRALIAN MUMS WANT
FROM BANKS

SPEAKING ENGAGEMENTS

Katrina has had the pleasure of speaking at these events:

M2Moms Conference New York, Oct 18

Moms & Marketing Conference Paris, Sept 18

World Infant Aquatics Conference Gold Coast, Aug 18

Come Together Dance Convention Gold Coast, Jul 18

SA Dance Festival Adelaide, June 18

Esprit Millennials Masterclass Sydney, Apr 18

Naturally Good Expo & Summit Sydney, Apr 18

Girl Bosses Australia Melbourne, Mar 18

Bank First International Womens Day Keynote Melbourne, Mar 18

Mums Marketing Conference Sydney, Nov 2017

Mums Marketing Conference Melbourne, Oct 2017

Big 4 Holiday Parks Conference Brisbane, Oct 2017

M2Moms Conference New York, Oct 2017

AusMumpreneur Conference Sydney, Aug 2017

Intimo Amplify Conference Sydney, Jul 2017

Motivating Mum Conference Melbourne, May 2017

Mumbrella Travel Marketing Summit Sydney, Apr 2017

Victorian Dance Festival Melbourne, Mar 2017

ad:tech Sydney, Mar 2017

Women's Business School Melbourne, Feb 2017

DENT Global Melbourne, Feb 2017

Go To Girl Event Auckland, Dec 2016

M2Moms Conference New York, Oct 2016 (roundtable host)



TESTIMONIALS

"Katrina ROCKED our stage. In less than 5 minutes she had 350 people in rapturous applause! What more could I ask for?"

Glen Carlson, Dent Global

"I had the pleasure of moderating a panel session on Marketing to the Modern Family with Katrina McCarter of Marketing to Mums at the Mumbrella Travel Summit in 2017. Katrina's role was to provide insight for the travel industry into more effective ways to connect with the most important decision makers for Australian families: Mums. Katrina's knowledge, insight and experience with this key target audience were vital to the success of the session - the most highly rated of the event. Katrina not only understands this market in depth, but was able to translate this into clear and practical recommendations for the audience in an articulate and eloquent fashion. I'd recommend Katrina to anyone looking to have an effective and knowledgeable speaker on the topic of marketing to Mums."

***Carolyn Childs, SFC (Strategist, Futurist, Co-Founder),
MyTravelResearch.com and Panel Moderator,
Mumbrella Travel Marketing Summit, 2017***

"I had the pleasure on programming Katrina into the content for ad:tech Sydney and I am really pleased I did. Her delivery was polished and insightful. In a world where technology is personalising everything around us, it is important that marketers think about different segments deeply and clearly and if you are marketing to Mums, Katrina is your lady. I recommend her to anyone who needs to make meaningful connections to Mums."

Ryf Quail, Content Director, ad:tech Sydney

"Katrina McCarter is one of the leading Australian authorities on marketing to mums. She is the first person to really back her strategies and suggestions with in-depth research."

***Andrew Griffiths,
Australia's #1 Small Business and Entrepreneurial Author***

audience **TESTIMONIALS**

"Katrina is a powerful speaker! She really does know her stuff. When it comes to marketing to Mums, Katrina offers a lot of insight into the minds of the most powerful buyers in the world. She holds the audiences attention by being endearing, funny and simply interesting."

Emma Lovell, CEO, CoziGo

"Katrina is a dynamic and engaging speaker, her style is warm, friendly and always easy to listen to. She shares vivid examples and relatable stories combined with current research to connect with the audience in a powerful way."

Peace Mitchell, Co-Founder, The Women's Business School

"Katrina's clearly a natural speaker. Her ability to deliver a presentation that keeps you interested and engaged till the end is testament to it."

Renita Gordon, Mums Grapevine

"I was privileged to MC an event The Go to Girl night in Auckland at which Katrina was one of two guest speakers. She was prepared, available and ready when needed before during and after the event. Her presentation was exactly as we had advertised and hit the right note with the audience- they were captivated."

Diana Thomson, CEO, Speech Marks

Reasons why **YOU SHOULD BOOK KATRINA FOR YOUR NEXT EVENT**





LET'S TALK

Katrina will do everything it takes to make sure your event is a huge success. To enquire about Katrina's speaker fee and to make a booking please contact her business manager, Fran Hughes.

Fran Hughes
Business Manager
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