

#VANILLA NO MORE:

BOOST YOUR BRAND VISIBILITY BY CRAFTING A LINKEDIN PRESENCE THAT DRIVES ENGAGEMENT

In a crowded LinkedIn landscape where so many profiles blur together, standing out is critical. In this engaging and hands-on session, Ben Ivey shares the strategies to **turn your LinkedIn profile from a passive page into an active brand ambassador for your business.**

Forget the cookie-cutter approach; this talk is about creating a LinkedIn presence that resonates, attracts, and connects. Ben's practical, no-nonsense advice covers everything from profile optimisation to content strategy, guiding you to **create a brand that's memorable** and anything but #vanilla.

Key Outcomes & Audience Impact:

- Gain insights into **effective profile optimisation** to position yourself as an authority and capture attention right from the headline.
- Learn to **craft messaging and content that sparks real engagement**, transforming connections into genuine relationships.
- Discover strategies to consistently attract high-quality leads and **amplify your visibility**, positioning you as the go-to expert in your industry.
- Walk away with actionable steps to **turn LinkedIn into a top-of-mind platform for your brand**—keeping your business front and centre for potential clients.

Ideal for: Entrepreneurs and businesses who want to make a better impact online but don't know where to start. This session equips attendees with everything needed to create a standout LinkedIn presence that not only garners attention but also translates into meaningful business opportunities.

RAVE REVIEWS FOR

Ben Ivey

“Out of over 500 speakers we have had from all over the world, Ben is one of the best. He knows how to improvise and interact with an audience naturally. He quickly developed rapport to keep everyone engaged and gave us an extreme dose of motivation that we all needed. **Fantastic Speaker.**”

- Chris Chen, Country Manager | Roblon



“We had Ben as a speaker at the Speak to Sell Show and he blew our socks off! What an amazing human being, professional and speaker. He shared some stories that **took the audience on an emotional rollercoaster while making it super fun and insightful. I don't come across speakers like Ben often.** I highly recommend him as a speaker, coach and mentor.”

- Jose Ucar, International Speaker



“Ben is authentic and inspiring! I attended several training and coaching sessions where Ben was one of the important speakers. Ben is an **excellent speaker delivering on topics varying from generating leads, how to achieve business success** and, ways to be more productive, etc. Thank you!”

- Dingli Xu, Director BIG | Chance Management Consulting Co.



“It was great to invite Ben to speak at Coca Cola. He simplified concepts and the team all have 3 takeaways they need to implement. Thank you so much and we are looking forward to seeing him again soon.”

- Alex N., Managing Director | Coca Cola Shanghai



RAVE REVIEWS FOR

Ben Ivey

"I have invited Ben to speak for our organisation multiple times. He always delivers and is inspirational on stage. I can't thank him enough for the time he has spent inspiring our staff and speaking at many of our events."

- Frank Huang, CEO | Chuangyu Business Consulting



"Ben is the best public speaking trainer we have had in Shanghai since we founded Tedx Fuxing Park."

- Jingjing, Event Manager | Tedx Events



"The 2 day training was very good and our CEO was extremely pleased with the insights as our entire senior leadership team had great takeaways.

Through this session Ben achieved exactly what we were looking for and more. Thank you so much and we are looking forward to him delivering more workshops soon."

- Nicole Huang, HR Business Partner | Maersk Line China



"It was definitely the right choice to pick Ben. He set the tone for the day with his amazing energy rocking the stage. We've had tremendous feedback from the senior leadership and the whole team. Thank you!"

- David 金聖偉 / HSBC



ABOUT BEN

Ben Ivey is an inspiring global speaker, serial entrepreneur and business coach. He is the founder of Entrepreneur Lifestyle, where he helps business owners create a steady stream of high quality clients for sustainable business growth.

Known for his humour and dynamic style, Ben is a global speaker who delivers powerful, engaging presentations that spark real change. He has spoken at over 260 events internationally, and has completed a TED talk in Mandarin Chinese.

Over the past decade, Ben and his team have helped 450+ businesses, including Fortune 500 companies like Coca-Cola, HSBC, and Maersk, to build sustainable systems, boost revenue, and operate more efficiently.



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