



KEYNOTE SPEAKER PACK

CONFERENCE 2025

SYD & MEL
27th ANNUAL EVENT

Culture &
Leadership

CONFERENCE EST 1997



HELPING OTHERS DEVELOP GROWTH



What is the Culture & Leadership Conference?

Our mission is to Change the World - One Organisation at a Time®, but we can't do this alone. Our annual conference is an opportunity to showcase individuals and organisations who have a story of growth to tell - one that can be shared and celebrated! It is also an opportunity to demonstrate your company's employee and client centric focus for building positive workplaces.



Hosted live, and face-to-face!

Our annual Culture & Leadership Conference will again be held face-to-face in Sydney on **27 August**, and Melbourne on **4 September, 2025**. Presenting a series of short sessions combining full stories of growth in culture and leadership.

Who will be attending?

In previous years we've attracted over 2000 people to our on-site conferences. We again envision a broad audience of accredited coaches, senior HR professionals, business leaders and CEOs.



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Leadership**
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SYD

27 AUG, 2025
9am – 12.30pm



MEL

04 SEP, 2025
9am – 12.30pm

WHAT'S INVOLVED FOR KEYNOTE SPEAKERS



Why We're Asking You?

We would like you to participate in one of our guest speaker sessions. Your experiences and own thought leadership in the areas of culture and leadership, combined with other business leaders, means we can showcase a diverse dialogue focusing on current industry topics and challenges in sustaining culture in an ever-changing climate.

Sharing your story not only supports our community, but can also support your employee engagement and showcases your brand to your customers and prospective talent. Clients in the past have found it a good opportunity to demonstrate their (employee and client centric) focus for building positive workplaces and organisational culture.

How Long?

Every speaker will be asked to present approximately 20 - 25 minutes. We would also love the opportunity post-conference to showcase your Organisation's Culture & Leadership stories through both digital and traditional media - we will have a film crew capturing your presentation on the day.



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PRESENTATION GUIDE

FOR KEYNOTE SPEAKERS



Why We Suggest Tedx Style Presentations

TEDx Talks have revolutionised the world of public speaking with their research-backed formats designed to captivate audiences. What makes them so compelling? These talks are meticulously crafted, with polished scripts, professionally edited visuals, and speakers who deliver with passion and precision. Every TEDx-style talk tells a powerful story, sparks inspiration, and connects deeply with its audience. The secret? They're short, focused, and emotionally charged, taking listeners on a journey that holds their attention from start to finish.

Some Suggested Presentations To View

While every speaker brings their own unique perspective and style to their presentation, we recommend checking out these past conference talks that captivated audiences and gained widespread popularity.

STORIES THAT ENGAGE

Sanitarium's Australian General Manager, Todd Saunders, presents a story of adaptation. Todd shares the Sanitarium journey of maintaining leadership integrity, of speed to market and the value of a Constructive Culture in the face of the 'perfect storm'.

www.human-synergistics.com.au/resources/videos/video-sanitarium-the-perfect-storm-with-todd-saunders/

Sam O'Brien is a Retail Manager with over 15 years' experience across large organisations. As an Area Manager at JB Hi-Fi, he is responsible for over 300 staff, and almost \$180m in turnover per annum. Passionate about leadership development and creating a highly engaged workplace he has a keen focus on nurturing high performance, culture shift, and linking business goals with purpose.

<https://www.human-synergistics.com.au/resources/videos/video-you-have-to-stay-true-to-your-purpose-sam-obrien/>

"Sometimes you need that 20 seconds of insane courage".

Jen White is an Accredited Practitioner and Associate with Human Synergistics. Here she talks about how working inside different organisational Cultures shaped her as a leader and how she sometimes had to make the hard decisions.

Jen Challenges us to do the same:

If not you, then who?

If not now, then when?

<https://www.human-synergistics.com.au/resources/videos/video-being-a-courageous-leader-with-jen-white/>



PRESENTATION GUIDE

SUPPORT FOR KEYNOTE SPEAKERS



Presentation Suggestions

We suggest the following for an optimal projected presentation:

- 16:9 ratio slides.
- Preferably no more than 20 slides per presentation.
- Videos should be embedded but also attached separately (please deliver 7 days prior to conference).
- All and any notes need to be presented in a separate Microsoft Word presentation (this helps us work off number of clicks. EG. if there are 3 builds in the slide then there needs to be 3 of the same notes slides to match).
- If you would like to have notes on the day projected, please advise in advance - again we ask that you please supply them separately in Microsoft Word format.

Further Suggested: Visual Storytelling

- (70/30 Visual-to-Text Ratio)
- Title Slide: Large, engaging background image with a bold, minimalistic title.
- Content Slides: 70% of the slide is visuals (charts, infographics, or images), 30% text for key takeaways.
- Final Slide: Strong closing statement with a high-quality visual.

When designing in PowerPoint (or any other software) presentation, composition ratios help ensure a balanced, visually appealing, and effective slide layout. Here are the key composition ratios to consider:

1. Aspect Ratio (Slide Size)

- 16:9 (Widescreen) – Standard for most modern screens and projectors.

2. Layout and Content Composition

- Rule of Thirds – Divide the slide into a 3x3 grid; place key elements at intersections for a natural focal point.

3. Text and Font Size Ratios

- 7x7 Rule – No more than 7 lines per slide, 7 words per line (to keep slides readable).
 - Font Hierarchy Title: 36–44 pt
 - Subheadings: 28–32 pt
 - Body Text: 18–24 pt

4. Image and Text Balance

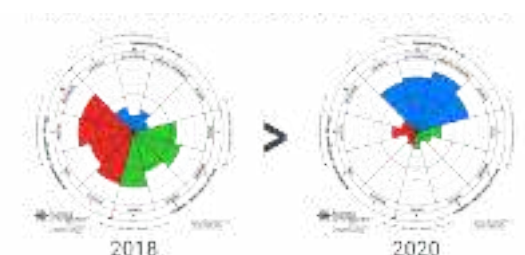
- 70/30 Visual-to-Text Ratio – More visuals, less text for better engagement.
- Whitespace (30%) – Leave empty space to enhance readability and design clarity.

Here is a static example of a presentation delivered at a previous conference

>> <https://bit.ly/Conference24-Presentation>

Data Support

We can assist with HS diagnostic data to support your presentation, if you require help with this please email mjones@human-synergistics.com.au and she will coordinate with Andrew Barbour any and all data collation.



FILMING GUIDE

FOR KEYNOTE SPEAKERS



FILMING YOUR PRESENTATION

On the morning of conference we will likely ask you to present at an allotted 'green room' at around 8am. Melissa Jones will meet you on the morning and introduce you to our AV contact who will fit you with a lapel and debrief you prior to your presentation. If you would like to have a practise run onstage prior to the conference please advise in advance and we will arrange with our tech team.

So you are familiar with the way you will be filmed, here again are examples of a previous presentations >> <https://www.human-synergistics.com.au/resources/videos/video-culture-leadership-conference-2024/>

FILMING TESTIMONIALS

Either prior or just after your presentation we will be conducting some short testimonials with a small film crew just outside the main auditorium.

The filming should take around 10-15 minutes, a Consultant at Human Synergistics will simply ask a series of brief questions (around culture transformation), with your responses being filmed, which we will edit into short video testimonial/case study with your approval.

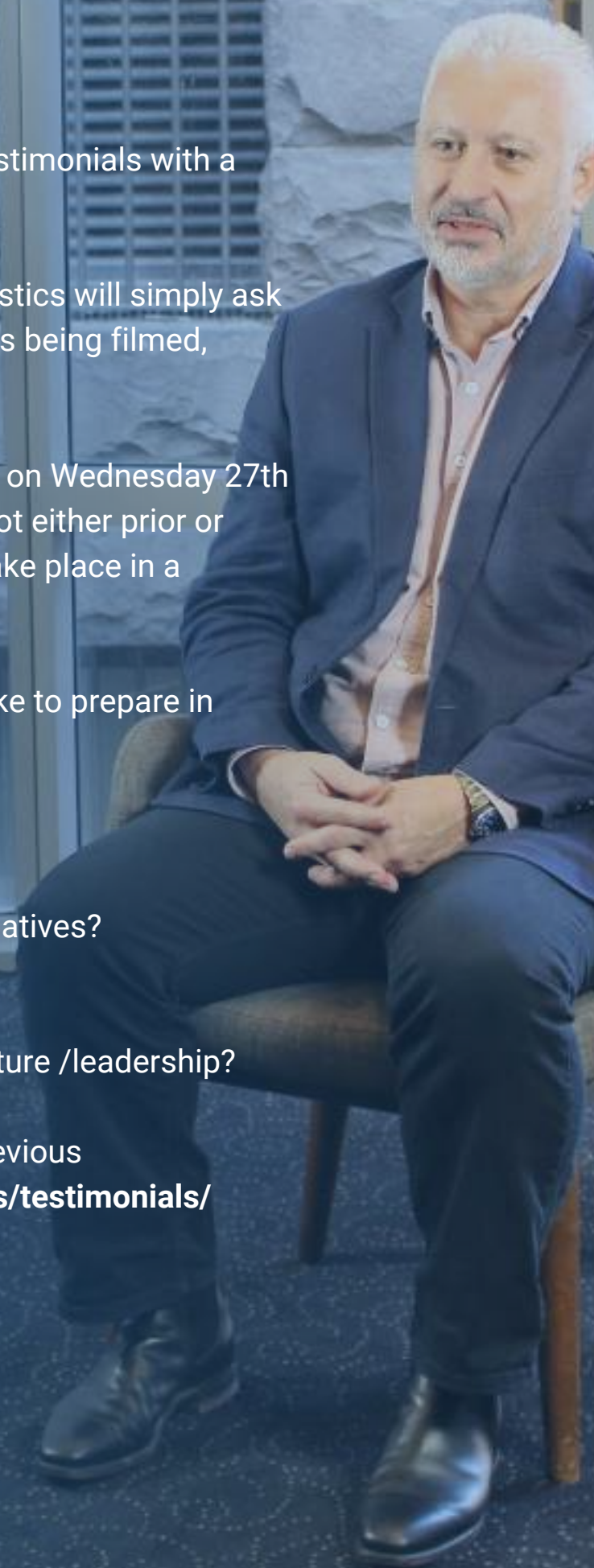
This additional 'to camera' piece is scheduled for the SYDNEY-only conference on Wednesday 27th August. If you would like to be included, you will be allotted a 20 minute film slot either prior or following your keynote speaker presentation (timing TBC). The interview will take place in a separate area of ICC (but not far from the auditorium).

The below offers some proposed questions likely asked of you in case you'd like to prepare in advance.

Interview questions for speakers:

- What caused you to work on culture / leadership?
- How have you worked with Human Synergistics and what were the key initiatives?
- What difference has it made to performance?
- What difference has it made to you personally?
- What would your advice be to someone else thinking about working on culture /leadership?

So you can get a feel for the 'relaxed' nature of the interview, an example of previous camera pieces can be found here www.human-synergistics.com.au/resources/testimonials/



KEY DATES

TO KEEP IN MIND



**28
Apr**

Confirmation of Participation

Please confirm with your Human Synergistics Consultant your willingness to participate as either a keynote or panel speaker. Please advise a support contact at your end to liaise with for all admin / travel.

**05
May**

Headshot & BIO

Please email mjones@human-synergistics.com.au with your headshot and BIO.

**30
Jun**

Filming Participation

We will have a small production crew on-hand most of the morning to capture all our participating keynote speakers and panelists for an interview, either prior or post presentation. This usually takes 15 minutes with your responses being filmed, which we will edit into a short video testimonial with your approval post-edit.

Please email mjones@human-synergistics.com.au if you'd like to participate.

Travel & Accommodation

Please confirm your accommodation and travel requirements to claire@human-synergistics.com.au.

We will cover 1 night accommodation the day prior to conference, Qantas economy flights and airport transfers for those travelling from interstate.

**20
Aug**

PowerPoint Presentations Due

Please email your final presentation and any supporting footage you plan to use as a keynote speaker to mjones@human-synergistics.com.au.

- We require presentations in 16:9 format (please refer to page 5 for spec guidance).
- Videos should be imbedded but our team can support you on this if required.
- If you would like to have notes on the day, we can project these for you. Please supply them separately in Microsoft Word format.
- Your session time is a total of 25 minutes, with no Q&A. If presenting in a pair it's up to you how you use this time between you. In the past with two presenters, they often go one after the other but we are flexible in what works for you.

**27
Aug**

Sydney Conference - International Convention Centre (ICC) - Plenary Theatre

Please arrive by 8am and present to Melissa Jones (0414 872 844) for orientation and mic set up / sound check. She will meet you in the crew/green room and take you backstage.

Address: 14 Darling Drive, Sydney

**4
Sep**

Melbourne Conference - Melbourne Convention & Exhibition Centre - Plenary 3

Please arrive by 8am and present to Melissa Jones (0414 872 844) for orientation and mic set up / sound check. She will meet you in the crew/green room and take you backstage.

Address: 1 Convention Centre Place, South Wharf

WHO GETS INVOLVED?

PREVIOUS SPEAKERS



RICHARD CROOKES
CONSTRUCTIONS

Sanitarium
The Health Food Company

REA Group

HANES
Brands Inc

Rabobank

MACQUARIE
University

Other organisations that have been involved ...

Latrobe
HEALTH SERVICES

Yum!

SANDOZ

BUSINESS
NSW

SHAPE

IBM



NOVA
ENTERTAINMENT



NAVY



LION

YOUR ORGANISATION IS MAKING A DIFFERENCE



Visit our YouTube channel for an
example of past speakers.

[https://www.human-
synergistics.com.au/resources/annual-conferences/](https://www.human-synergistics.com.au/resources/annual-conferences/)



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Thank you.

QUERIES AND CONTACT

e [**mjones@human-synergistics.com.au**](mailto:mjones@human-synergistics.com.au)

www.human-synergistics.com.au

Ground Floor, 2 Blue Street, North Sydney, NSW 2060