



DESPINA KARATZIAS

CONTENT CREATOR

TRAINER & SPEAKER

PODCAST HOST

LIVE BROADCAST PRESENTER

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ABOUT

Driven by a mission to ignite excellence in people, Despina is best known for her inspired training solutions at her school for small business greatness, Institute of Excellence.

She is a Certified Trainer and Assessor, qualified business coach, author and digital marketing professional with twenty years' experience in the tourism industry.

Despina is a regular tri-caster and social media presenter. She has used live broadcasting extensively to engage, support and grow social media communities across many networks, brands and events.

TRAFFIC 2018

- Users - 1,568
- Sessions - 1,942
- Pageviews - 3,749

EXPERIENCE

FOUNDER | July 2014 - Present
Institute of Excellence, Melbourne

TOURISM - DIGITAL - SOCIAL MEDIA
TRAINER & ASSESSOR
Institute of Digital Marketing Australia
Monarch Institute
Holmesglen Institute
Digital Coaching International

SOCIAL MEDIA

- Facebook - 5,138
- Instagram - 7,649
- Twitter - 2,670
- LinkedIn - 1,526
- TourismHub Podcast - 2,948 Downloads

Keynote Presenter



**"INSPIRING
INSIGHTFUL AND
PRACTICAL ALL IN ONE"**

As a certified trainer and assessor, every presentation is tailored to your audience with specific key learning outcomes that will leave participants inspired to take action.

TOPICS:

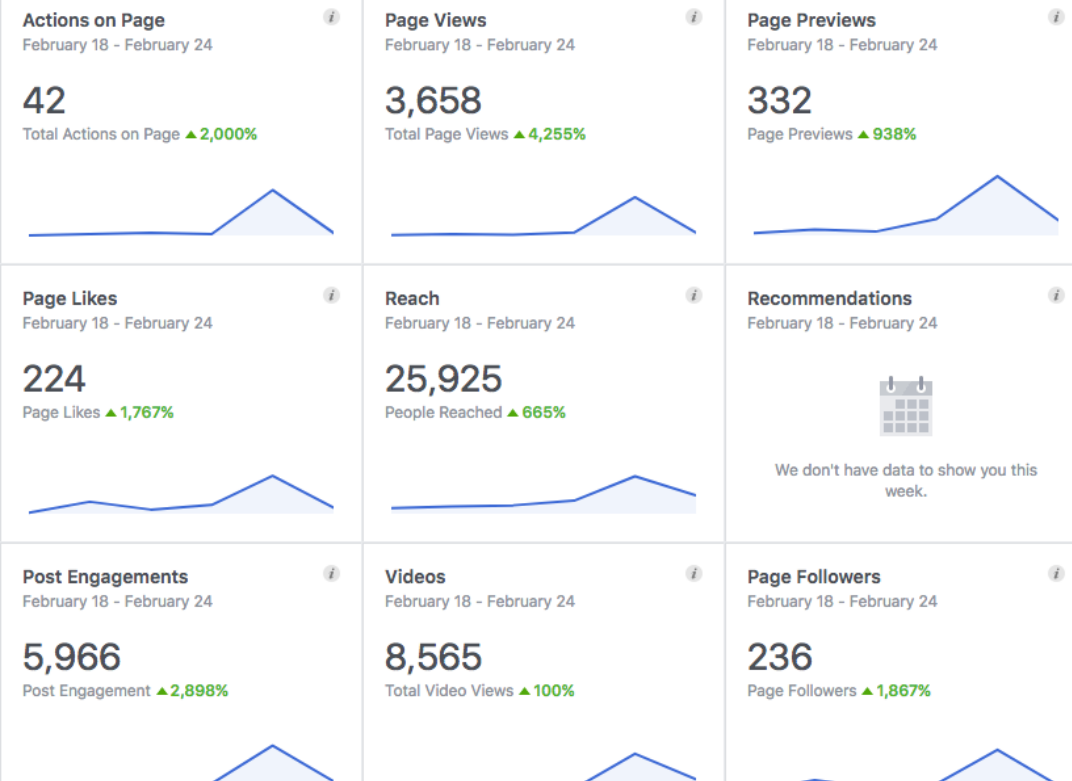
- Small Business Excellence
- Customer Service Excellence
- Website Marketing Excellence
- Digital Marketing Excellence
- Social Media Excellence
- Cloud Productivity Solutions
- Tourism Excellence
- Online Reputation Management

MARKETING YOUR EVENT

To further engage and attract your ideal audience to your event, Despina can also assist you with pre, during and post digital marketing solutions to reach your maximum potential.



Social Media Presenter



INSIGHTS FROM THE QANTAS AUSTRALIAN TOURISM AWARDS

Live interviews and event broadcasts from the recent Qantas Australian Tourism Awards saw a 665% increase in reach and a significant 1,867% growth in Facebook followers.

GUEST INTERVIEWS

- Guest interview success is achieved via careful selection and preparation.
- Despina will work directly with organiser to select guests to be interviewed live at the event.
- Extensive research on guests organisation and personal achievements is carried out to personalise questions to the individual.

ADDITIONAL BROADCASTS

To further engage with your social media audience Despina will also provide:

- Welcome broadcast introducing the event
- Candid live streams of event highlights
- Thank you broadcast thanking social audience, sponsors, speakers, staff, volunteers etc

Australian Tourism Awards was live.
February 23 · 🌐

Qantas Award for Excellence in Aboriginal and Torres Strait Islander Tourism congratulations [Sand Dune Adventures!](#) Congratulations also to [Kooljaman Cape Leveque](#) taking SILVER & [Nitmiluk Tours](#) claiming BRONZE. #QATA2017

3.4K Views ← 3.4k Views

Like Comment Share eClincher

Evan Karatzias, Dani Zeini and 99 others

41 Shares ← 41 Shares

Write a comment

Ian Boicos · 1:28 Good on you Andrew 👍 1
Like · 8w

Kate Petersen · 1:28 Awesome and so well deserved!



THANK YOU FOR YOUR CONSIDERATION

It will be an absolute pleasure to add value to your event either with a well tailored presentation or through the powerful use of social media live broadcasting solutions.

WHAT CLIENTS SAY...



Michael Hamilton
Program Manager -
Industry Development

April 5, 2018, Michael worked with Despina in different groups

Despina (affectionately known as Des-pi) is undoubtedly recognised as one of the savvy leaders of the Victorian tourism industry. Her motto is a simple one - to make others shine. Her natural ability to connect and be the guiding light has enabled much of the industry to flourish. With a breadth of expertise, Despina is solution-focused and commands an audience with ease through her positive style in presenting learning and development training across a range of areas.

Despina always has her finger on the pulse and utilises technology a step ahead of the rest of the world. In fact, I have employed Despina for media representation for the Victorian Tourism Awards which has enabled a deep penetration of exposure in unique ways. Despina has a much-loved connection with the industry and you will only hear amazing success stories that are due to her contribution.

Despina is a well respected business woman who will be up for any new challenge and will grab it with both hands. Do yourself a favour and meet up with Despina to discover a multitude of opportunities that await you under her guidance.



Faye Hendricksen
Tourism & Events

September 10, 2014, Faye was a client of Despina's

Despi has great ideas and willing shares all her knowledge, I would recommend Despi to any business, she is passionate about what she does