



Zeopard

Jennie Vickers

Social Business and Social Media
Consultant to Leaders, Executives
and Directors



Why Jennie Vickers:

Social Media is the delivery mechanism for Social Business and is becoming non-negotiable for every event. However, there are many senior (and even more junior staff) who are still fearful, at a time when customers in their billions are demanding it as a preferred channel of their relationship with the brand.

Leaders, Senior Executives and Directors operate in a specialist environment and demand help with Social Media for themselves and their organisation, which takes account of the particular pressures and legal constraints they operate under.

Jennie Vickers' particular skill is in identifying strategies for the individual leader, executive or director which dovetails with the organisational direction, tailor making a Social Media approach that will deliver on both the individual and their organisation's aspirations and goals.

Contact Us Today:

www.zeopard.com

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- Jennie is a lawyer who understands Social Business and Social Media and the risks inherent in not participating as well as the risks associated with the loss of control;
- Jennie has a degree in Law, a Diploma in Business Administration and a Masters of Management, is qualified to practice law in New Zealand, Australia and the UK, as well as being a member of the elite Beta Gamma Sigma Honors Society;
- She understands communications and thought leadership, mentoring in thought leadership since 2008;
- She is an active and intelligent user of Social Media;
- She is an Advanced Mind Mapping and Memory Instructor for ThinkBuzan the creators of Mind Mapping and so intuitively understands about message management and impactful message delivery; and
- She has developed unique IP to assist senior business people identify what and how they need to engage in the social world.

Services can include:

- Identifying how achievement of personal and individual goals can be satisfied;
- Putting the right social media strategy in place for each individual;
- Helping identify the thought leadership strengths and position of each person, to be the focus of attention;
- Creating profiles, writing thought leadership pieces and keeping platforms updated;
- Establishing pragmatic and encouraging Social Media policies which are attuned to and consistent with the culture and values of the business; and
- Regular reviews to identify where focus needs to be turned or new platforms utilised.