

Amber Daines

- ❖ Podcaster
- ❖ Crisis Communications Expert
- ❖ Licensed Media Trainer
- ❖ Award-winning Journalist

About Amber

Over the past 25 years, Amber has become of Australia's most agile communications professionals, well known for her ability to devise and implement successful strategies across all forms of external and internal communications.

She has worked as an award-winning business TV and newspaper journalist, PR consultant, media trainer, and presentation skills coach. She has been engaged with many household-name organisations including TedX, Deloitte, Sydney Water, PwC, eBay, Sephora, AMP, Chartered Accountants Australia, Deloitte, Westfield, Qantas, and Westpac.

These days Amber is focused on media training, crisis PR, reputation management, and podcasting. Her agency elevates her clients' internal and external stakeholder communications planning, working with the best and brightest leaders in big and small businesses, government departments, start-ups, or causes seeking cut-through communications expertise.

A popular business speaker and media commentator, Amber's authentic presentation style is always big on ideas, peppered by relevant and relatable examples that create tangible take-outs. Her best-selling book 'Well Said: How to be Heard in Business and Generate Real Influence' showed have proven insider tips to positively raise your profile no matter the forum.

Since 2017, she has hosted and produced her own not-for-profit weekly podcast The Politics of Everything, which has enjoyed four million downloads through organic audience growth and led to creating an online course to help podcasters launch and scale their shows.

Above all, Amber is passionate about the power of strategic communications to create new opportunities in business and beyond.

Find Me

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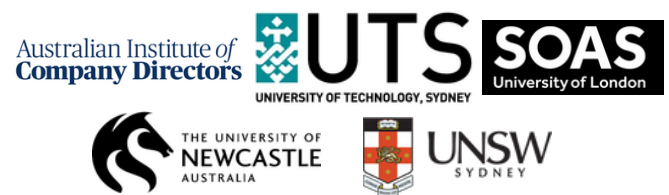
Featured in



Awards

- ❖ Walkley Foundation Award for Global Business Reporting
- ❖ Flying Solo Services-Micro Entrepreneur of the Year
- ❖ Best Business Communications Specialist and Excellence in Media Training Award (Australasia)
- ❖ AusMumpreneur of the Year Category prizes for B2B Business Services
- ❖ Telstra Business Awards NSW
- ❖ PRIA Crisis PR Campaign of the Year

Qualifications



Speaker topics

- ❖ The future of ESG in business: including communication strategy, climate risks, greenwashing, diversity and inclusion, stakeholder engagement and metrics on sustainability
- ❖ Using communications tools for leadership success
- ❖ The role of PR in a social media-obsessed world
- ❖ How to be an expert speaker and win new customers
- ❖ Thought leadership excellence
- ❖ Why journalism will always matter
- ❖ Female leaders creating space for their own version of success