

ABOUT LESLIE HUGHES



Leslie Hughes is a high-energy, passionate speaker who has worked with clients such as Guardian Life Insurance Company of America, Investment Planning Counsel, The Children's Wish Foundation and RBC to help them dominate their presence on Social Media.

Leslie began working in digital media in 1996 and worked with brands such as Weddingbells Magazine, Visa Canada and Prozac before starting one of Canada's first social media marketing agencies in 2009.

She has narrowed her niche as a champion of LinkedIn because she believes it's the most powerful professional networking site.

Leslie has been a speaker at conferences such as The Administrative Professionals Conference, Editors' Conference of Canada and the Canadian Institute of Chartered Business Valuators Conference.

She is the author of "CREATE. CONNECT. CONVERT", is chuffed to have been called a "Social Media Guru" by CBC Radio, has appeared on CTV's "The Social", 680News and DeutscheWelle.

LESLIE HUGHES

Keynote Speaker & LinkedIn Corporate Trainer

LinkedIn may not be the "sexiest" of all the Social Media channels but it's by FAR the most powerful.

LinkedIn is one of the highest-ranked sites when someone Google's your name. What is the first impression your prospective clients see when they look at your profile?

Are you effectively telling your professional story?

If you want to CREATE a strong first impression, CONNECT with higher-paying clients, dominate your niche through CONVERSATIONS and ultimately CONVERTING business, then get ready to take action!

KEYNOTE SPEAKING TOPICS

- YOU are a brand: How to get over the fear of tooting your own horn and telling your story.
- Social Selling: How to convert higher-paying client through "micro-moments" using the proper etiquette and sales techniques.
- What I learned from having my digital identity stolen and how to manage a Public Relations Crisis using Social Media
- How to leverage LinkedIn to get inbound leads and turn "cold calls" into "warm introductions".

Leslie has been an Adjunct Professor of Social Media for over seven years, and has written her first book "CREATE. CONNECT. CONVERT" to help empower people with how to stand in their value and create their own brand (without bragging).



Featured guest on:



LESLIE HUGHES

TESTIMONIALS

"I had the pleasure of getting referred to Leslie directly from our partners over at LinkedIn. She proved to be a tremendous resource for writing and optimizing the LinkedIn profiles for many of our executives to showcase not only their unique brands but help them promote the Guardian brand as well"

Nate Issacson

Director of Social Media, Guardian Life Insurance Company of America

"I have had the opportunity of attending one of Leslie's Social Media Seminars and let me tell you, I absolutely loved it. She has a flare to her methods and her marketing insight while using social media tools such as LinkedIn is incredible. Just when you think you've learned everything you need about social media, Leslie brings to the table new insight and information that will add incredible value to your marketing tools."

Ed Limon

Film Director, PGP Studios Inc.

"Leslie is an excellent speaker and always provides great information that resonates with the audience. If you are looking for a dynamic social media speaker, she is your go-to person."

Robert J Weese

Managing Partner, B2B Sales Connections



LESLIE HUGHES

CLIENTS AND PRESENTATIONS

Adjunct Professor of Social Media at Durham College and Instructor for the “Digital Marketing and Social Media Marketing Certificate” at the Management Development Centre.

CTV’s “The Social”: How to Manage your Digital Identity

CBC Radio’s “Here and Now”

Other radio interviews: 680news, Global News, DeutscheWelle

Project World*Business Analyst World Conference 2016, 2017, 2018

Administrative Professionals Conference 2015, 2016, 2018

IPC Advisor Support Professionals Conference, June 2017

“Backpack to Briefcase” Conference – Durham College May 2017

Investment Planning Counsel Conference, September 2016

Blissdom Canada 2012, 2013, 2014

PLR Expo 2013, 2014

Ontario Craft Brewers Association Conference October 2014

Editors’ Association of Canada Conference June 2014

Enterprise Toronto “Social Marketing Summit” April 2014

Guest speaker: Rotman School of Management, DeGroot School of Business, Sheridan College, Seneca College, Centennial College, University of Toronto Mississauga Campus.

Clients include: Guardian Life Insurance Company of America, Investment Planning Counsel, RBC, ACCES Employment, BACD, The Children’s Wish Foundation of Canada, JLL, and more.