

KATRINA 
McCARTER

GLOBAL KEYNOTE SPEAKER
CUSTOMER INSIGHT STRATEGIST

2026
SPEAKER
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CUSTOMER TRUST . PRACTICAL STRATEGY . COMMERCIAL GROWTH

**“Today’s customers are harder to win and
faster to walk away.**

**This isn’t a marketing problem.
It’s a trust problem.**

**I show organisations how customers decide
who to trust, and how that drives growth.**

**Trust is no longer a brand value.
It is a commercial growth driver.”**

**KATRINA 
McCARTER**

UNDERSTANDING TODAY'S CUSTOMER

The Customer Has Changed. Have You?

Understanding today's customer is the competitive advantage most organisations are missing.

Customers are more informed, more sceptical and more selective than ever before.

They compare more, question more and expect more from the organisations they choose.

As a result, growth is no longer driven by visibility alone.

It is driven by how well organisations understand how customers decide who to trust, choose and recommend.

Katrina McCarter helps organisations turn consumer insight into practical strategies that build trust, attract customers and drive growth.

Drawing on research, global trends and real-world experience, she equips leaders and teams with a clearer understanding of their customers and what it takes to stay relevant in a rapidly changing marketplace

The Customer Understanding Advantage

The organisations that win tomorrow will be the ones that understand their customers best today.

MEET KATRINA

Katrina McCarter is an award-winning international keynote speaker, best-selling author and customer insight strategist.



Katrina helps leaders understand how today's customer decides who to trust and what that means for growth.

Katrina brings deep commercial experience to her work. She led a \$140M sales team for a Fortune 100 company and built a 150,000-strong community on a minimal marketing budget.

She has been speaking professionally for over a decade, delivering keynote presentations across Australia, the US and Europe, and has presented alongside companies including Google, Facebook and Audible.

Katrina is the author of two best-selling books and a recognised media commentator on customer behaviour and business growth.

Her work draws on global research and real-world application, translating customer insight into practical strategies that improve conversion, retention and long-term growth.

Katrina's fascination with customer behaviour started early and has shaped a career dedicated to understanding how people decide what to buy and who to trust.

Because in today's market, understanding your customer is no longer optional.

It is the foundation of growth.

WHY BOOK KATRINA?

A DISTINCT PERSPECTIVE ON CUSTOMER TRUST

Katrina focuses on how customers decide who to trust and how that drives growth

COMMERCIAL AND PRACTICAL

Clear strategies that improve conversion, retention and customer loyalty

ENGAGING AND RELEVANT

Relatable, insightful and grounded in real-world examples

FLEXIBLE DELIVERY

Delivered in-person, virtually and in hybrid formats

GLOBAL PERSPECTIVE

International speaking experience across Australia, New Zealand, the US, UK and Canada

RESEARCH-DRIVEN INSIGHT

Evidence based insights grounded in research, not opinion or generic commentary

TAILORED TO YOUR AUDIENCE

Content adapted to your industry, audience and event objectives for maximum relevance

EASY TO WORK WITH

Professional, responsive and collaborative from briefing to delivery and beyond



KATRINA'S KEYNOTE TOPICS >>>



LEAD KEYNOTE

THE TRUST DEFICIT

How Today's Customers Decide Who to Trust and Why It Drives Growth

Customer behaviour has changed. Most organisations have not caught up.

Today's customers are more informed, more sceptical and more selective. They no longer ask, Who is best? They ask, Do I trust this enough to choose it?

This is The Trust Deficit — the growing gap between how much organisations believe they are trusted and how much customers actually trust them. And it is quietly costing them conversion, loyalty and growth.

In this keynote, Katrina reveals how customers decide who to trust, why organisations are unintentionally losing credibility, and what it takes to become the obvious choice in a sceptical market.

Drawing on global research, generational insights and real-world examples, she introduces a practical framework for how trust is built, lost and assessed — often before a customer ever engages with your business.

Trust is not a brand value. It is a commercial growth driver.



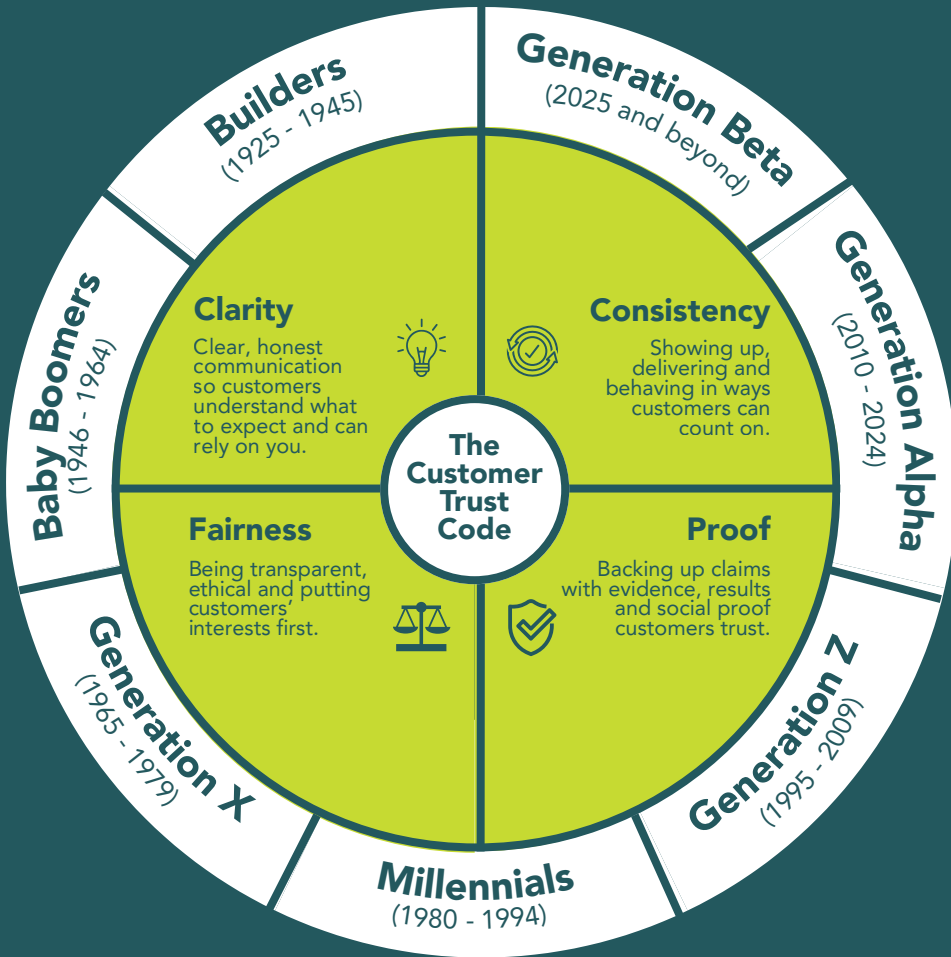
Your Audience Will Learn:

- Why trust has become the most powerful driver of customer choice
- How customers assess credibility before they buy
- How trust expectations differ across generations
- The signals customers look for when deciding who to believe
- Where organisations unintentionally lose trust
- Practical ways to strengthen credibility, conversion and customer confidence

Available as keynote presentation, half day workshop or full day workshop

**"Katrina McCarter is one of the most insightful voices on customer behaviour and trust in the market today."
Andrew Griffiths, International Bestselling Business Author.**

THE CUSTOMER TRUST CODE



**Trust is built through drivers.
But it is decided through filters.**

In The Trust Deficit keynote, Katrina explores why trust has become the deciding factor in how customers choose. But understanding the problem is only part of the equation.

Through her work, Katrina has developed a practical framework that explains how trust is actually built, lost and assessed by today's customer.

Every customer is looking for the same signals when deciding who to trust, but they don't all interpret those signals the same way. Different generations apply different filters, and what builds trust for one customer can be overlooked or questioned by another.

Most organisations focus on what they say. The ones that grow understand how their customers decide who to trust.

**"On the page or on the stage, Katrina McCarter never disappoints. She's got the goods."
Nan McCann, Co-Founder and Producer M2Moms®-The Marketing to Moms Conference**

DIFFERENT OR DIE

How to Stand Out in a Market Where Customers Have Endless Choice

Customers don't have a shortage of options. They have a shortage of reasons to choose.

They compare more, switch faster and have little tolerance for brands that feel the same.

In this environment, being good is no longer enough. If you are not different, you are invisible.

In this keynote, Katrina McCarter explores why differentiation has become one of the most critical drivers of growth and how today's customers decide which brands stand out and which get overlooked.

Drawing on consumer insight and real-world examples, she shows how organisations can identify what truly sets them apart and communicate that difference in a way that customers understand, value and trust.

Because customers don't choose the best option.

They choose the clearest and most compelling one.

Your Audience Will Learn

- Why many organisations struggle to stand out, even when they are good
- How customers choose between similar brands
- How to identify what truly makes your organisation different
- Practical ways to communicate your difference clearly and confidently
- How differentiation strengthens trust, loyalty and long-term growth

MEET YOUR CUSTOMER WHERE THEY ARE

How Different Generations Choose, Engage and Decide

For the first time in history, organisations are navigating a marketplace shaped by multiple generations, each thinking, communicating and making purchasing decisions in very different ways.

This creates a fundamental challenge. The same message does not land the same way. The same channel does not reach every audience. And the same strategy does not drive the same result. In today's market, you don't choose how your marketing is received. Your customer does.

In this keynote, Katrina McCarter unpacks the behaviours, expectations and decision-making patterns that shape how different generations discover, engage with and choose brands.

Drawing on research, consumer trends and real-world examples, she shows how organisations can better align their messaging, channels and customer experience to stay relevant in a rapidly changing marketplace.

Because growth is not just about what you say. It is about where, how and to whom you say it.

Your Audience Will Learn

- How the expectations and behaviours of different generations differ
- How each generation prefers to discover, research and engage with brands
- Why messaging that works for one audience can fail with another
- Practical ways to align channels, messaging and customer experience
- How to stay relevant as customer expectations continue to evolve

MARKETING WITH NO MONEY

How to Grow Your Business Without a Big Budget

Think your business needs to spend big to have a big impact?

Think again.

Award-winning consumer insight strategist and author Katrina McCarter has a proven track record of growing businesses on minimal marketing spend, including building a community of more than 150,000 members on a remarkably small budget.

In this practical and energising keynote, Katrina shares proven strategies to attract, convert and retain customers using creativity, partnerships and customer insight rather than large advertising budgets.

Drawing on her experience as a Fortune 100 team leader and entrepreneur, she shows how customers discover, engage with and recommend businesses today, and how to use the assets you already have to drive growth.

Because growth is not driven by how much you spend.

It is driven by how well you understand your customer.

Your Audience Will Learn

- Practical strategies to attract customers without increasing spend
- How partnerships and collaborations can accelerate growth
- How to stand out and attract the right customers
- Why visibility and digital presence matter for discoverability
- How testimonials and social proof influence customer decisions
- Practical ways to strengthen customer experience and word-of-mouth

GET MORE CLIENTS

How to Get Found, Chosen and Recommended

Getting more clients today is not just about marketing. It is about being easy to find, easy to trust and easy to choose.

Customers are searching differently. They rely on reviews more than ever. And they make decisions long before they ever contact you.

Which means if you are not visible, credible and relevant at the right moments, you are being overlooked.

In this highly practical keynote, Katrina McCarter shares the key actions every business can take to improve how they are discovered, how they are perceived and how they turn interest into enquiries. Drawing on real-world examples, she shows how to strengthen your presence, build credibility and create the kind of customer experience that drives recommendations and repeat business.

Because customers don't choose the business that shouts the loudest. They choose the one that feels easiest to trust.

Your Audience Will Learn

- How customers search for and discover businesses today, including AI and digital platforms
- How to optimise your presence to be found at the right moment
- Why testimonials and social proof are critical to being chosen
- Practical ways to generate more reviews and recommendations
- How to re-engage past customers and unlock missed opportunities
- How to strengthen customer experience to drive repeat business and word-of-mouth



KATRINA
McCARTHY

**MORE REASONS TO BOOK
KATRINA FOR YOUR EVENT**

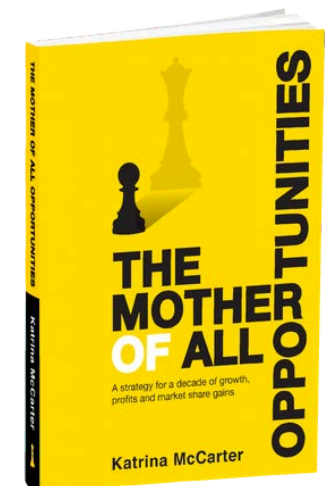
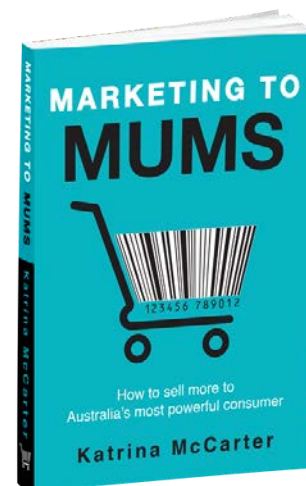


BEST-SELLING AUTHOR

KATRINA MCCARTER IS THE AUTHOR OF TWO BEST-SELLING BOOKS ON CUSTOMER BEHAVIOUR AND GROWTH.

Her work draws on research and real-world insight to uncover how customers decide who to trust, choose and recommend.

It reinforces a core belief that sits at the centre of her keynotes — understanding your customer is not just good marketing, it is a growth strategy.





MEDIA COMMENTATOR

Mumbrella

BUSINESS BUILDERS

CEOWORLD Magazine

inside FMCG



THE AUSTRALIAN



Women's AGENDA

Money

anthill

FLYING SOLO
MICRO BUSINESS COMMUNITY

Herald Sun

WA today

inside small business

RetailWorld

perth now

AJP
.com.au

CEO MAGAZINE

THE AGE

today tonight

InsideRetail

SmartCompany

The Sydney Morning Herald

Brisbane Times

TRUSTED BY LEADING ORGANISATIONS

Katrina has worked with organisations across corporate, association and service sectors helping them better understand their customers and drive growth.





**WHAT PREVIOUS CLIENTS
HAVE SAID ABOUT KATRINA**



TESTIMONIALS



"Katrina delivered a highlight presentation to almost 500 delegates at our "Look Forward Conference" in October, educating our audience of optometrists and their teams to better understand Gen Y and Gen Z in order to attract, engage and delight these future eye care consumers. As always, Katrina's delivery landed perfectly. She managed to simplify complex ideas through an easy to follow structure, providing practical strategies and advice for implementation now and in the future.

This keynote attracted a 5/5 star rating from attendees and as a result of the interest in this topic, we have scheduled full day generational marketing face to face education sessions for our members with Katrina."

Sarah O'Connor, Marketing Manager, Provision

"Katrina McCarter is one of the most insightful voices on customer behaviour and trust in the market today.

In the line of my work I see many professional speakers around the world. In my view, Katrina McCarter is one of the best at a true global level.

The depth of her knowledge and experience, strongly reinforced with research and data makes every topic that she shares incredibly valuable and practical to every single audience.

Katrina shares deeply relevant and accessible stories, examples and case studies in a powerful way. If you want a professional speaker to educate, inspire and challenge your audience— Katrina McCarter will tick every box, every time."

Andrew Griffiths, International Bestselling Business Author

TESTIMONIALS



"Katrina has worked closely with APPA over several years across research, strategy and member engagement.

She brings a deep understanding of today's customer and an exceptional ability to translate data into clear, commercially relevant action.

From leading multiple research projects to facilitating our Board Strategy Day and delivering conference keynotes and member programs, Katrina consistently delivers insightful, practical work that connects directly to growth.

She is also an engaging and highly professional speaker who connects quickly with audiences and delivers content that is both thought-provoking and actionable.

Katrina is a trusted partner to our organisation and I would highly recommend her."

Mark Kindness, CEO, Australasian Promotional Products Association (APPA)

"We had the pleasure of working with Katrina as the keynote speaker for Unitron's 5-city national roadshow, and she was absolutely outstanding. From the outset, Katrina was collaborative, professional, and a joy to work with - making the planning process seamless and enjoyable.

On stage, Katrina delivered with energy, warmth, and authenticity.

She engaged audiences across all cities with practical insights and an inspiring message that resonated deeply. The feedback from attendees was consistently glowing, with many remarking on how relevant, engaging, and actionable her keynote was.

Katrina is not only an exceptional speaker but also a true partner in ensuring an event's success. I would highly recommend her to anyone looking for a keynote who can captivate audiences and leave a lasting impact."

Cameron Sinclair, Marketing Director ANZ, Sonova Healthcare

TESTIMONIALS



“10/10! Katrina went above and beyond to ensure our sessions were a success.”

Zane Corbett, Economic Development team, Latrobe City Council

“Working with Katrina has been a dream. She delivered great, tailored content with actionable takeaways. Her session was extremely popular with our delegates, receiving the highest score in our post event feedback surveys, 4.9 out of 5. I wouldn't hesitate to recommend Katrina for anyone looking to add the wow factor to their event.”

Theo Millward, Co-Founder, ICAP

“We were thrilled to welcome Katrina McCarter back to Lincoln Institute's Omega Summit in June 2024 for the second time. Katrina's presentation on protecting brand reputation, particularly handling one-star Google reviews, was incredibly insightful and resonated deeply with our audience. The feedback from attendees was overwhelmingly positive, with many praising her practical advice and expertise in brand management.

Katrina is a reliable and safe choice when it comes to booking a speaker. She is professional and proactive in the lead-up to the event, delivers with huge impact on the day, and her post-conference follow up can't be faulted. We highly recommend Katrina for anyone looking for a speaker who consistently exceeds expectations.”

Rebecca Nicholls, Marketing Manager, Lincoln Institute



HOW TO WORK WITH KATRINA >>>

THE IDEAL ENGAGEMENT

Designed for impact, not just inspiration

Most keynotes inspire in the room and fade by Monday morning.

The organisations that see real change don't just bring in a speaker. They bring in a speaker and then do the work.

The Ideal Engagement starts with a keynote that reframes how your team thinks about customer trust, and a workshop that turns that thinking into practical, organisation-specific strategies your people can act on immediately.

Because inspiration without implementation is just a good day out.

For organisations that want to go further, Katrina works with your team beyond the event, ensuring the momentum doesn't stop when the room empties.

A TYPICAL ENGAGEMENT INCLUDES:

1

KEYNOTE

Setting the direction and reframing how customers decide who to trust

2

WORKSHOP

Turning insight into practical, organisation-specific strategies

3

IMPLEMENTATION

Driving momentum post event with Bespoke Programs, Ask Me Anything sessions, Masterminds and Bespoke Resources

OTHER WAYS TO WORK WITH KATRINA



BESPOKE PROGRAMS

Delivering in-person, virtually or via a hybrid model, Katrina builds and delivers effective programs tailored for your business over your timeframe. Your marketing solutions, your way.



RESEARCH AND INSIGHT

Supporting organisations by undertaking primary research to reveal customer insights and facilitate strategy.



MEDIA AND COMMENTARY

Providing expert commentary on customer trends and business growth.



BRAND PARTNERSHIPS

Collaborating as a thought leader on customer behaviour and trust.

WORKING WITH KATRINA

**Simple, collaborative and
designed around your event**

Katrina travels from Melbourne, Australia

1

Check Availability

Katrina's calendar fills quickly, so the earlier you reach out the better.

2

Discovery Call or Proposal

A conversation to understand your event theme, audience and goals. Every proposal is tailored to your specific needs and implementation requirements, not sent from a template.

3

Pre-Event Speaker Briefing

Content gets tailored, context gets understood and the experience gets shaped around your audience.

4

Event Delivery

A keynote, workshop or both, delivered with the depth and practical insight your audience will be talking about long after the day is done.

5

Post-Event Meeting

A debrief to capture what landed, what shifted and where the momentum is.

6

Implementation

For organisations that want to go further, Katrina can provide post-event support including Bespoke Programs, Video series, Ask Me Anything sessions and Masterminds.

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CONTACT KATRINA

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LET'S TALK