

SPEAKER  
GUIDELINES

# SANDY GERBER

**Certified Communication  
Coach | Best Selling Author |  
Entrepreneur | TEDx Speaker |  
Podcaster | Event Producer**




“Sandy breathes excitement and empowerment as she had our guests walking away truly reflecting on her powerful message.”

**Peter Manianis,  
TELUS**



Sandy ignites people and organizations to communicate with clarity, curiosity, and emotional intelligence. Through talks, training, and coaching, she helps you build stronger connections, drive engagement, and create transformative results in your personal and professional life.

## Let's Connect

-  604.897.5672
-  [hello@sandygerber.com](mailto:hello@sandygerber.com)
-  Vancouver, BC



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# WHY EVENT ORGANIZERS & CORPORATE CLIENTS LOVE WORKING WITH SANDY?

## **Tailored Presentations for Every Audience**

- Whether live or virtual, Sandy crafts each presentation to resonate deeply with your audience. She incorporates real-world examples from attendees to bring her principles to life.

## **Boost Your Event's Visibility**

- With a strong digital presence, Sandy amplifies your event through her blog, podcast, social media platforms, and email community, driving engagement and excitement.

## **Anything but Ordinary**

- Sandy's presentations are unforgettable—dynamic visuals, no dull slides, and an energy that keeps everyone hooked from start to finish.

## **Humour + Impact = A Lasting Impression**

- A touch of humour, relatable insights, and actionable takeaways—Sandy ensures every attendee leaves inspired and ready to act.

## **Professionalism You Can Count On**

- From being perfectly prepared to honouring your schedule, Sandy approaches every engagement with care, reliability, and a shared goal to make your event unforgettable. She's dedicated to delivering a keynote experience you'd call your best yet.



# ABOUT SANDY

**Certified Communication Coach | Best Selling Author | Entrepreneur | Podcaster | TEDx Speaker**

Sandy Gerber is a Human Connection Catalyst leveraging communication, leadership, and emotional intelligence to ignite growth, enhance productivity, and drive employee engagement.

With 25+ years of experience, Sandy has revolutionized communications for some of Canada's most iconic brands. She's founded three successful companies, scaling her first business from her bedroom into British Columbia's Top 100 Fastest Growing Companies.

Her customized keynotes and training programs are known for being transformational, driving real results in heightened morale, enhanced team collaboration, and measurable improvements in productivity and profitability.

Her book, Emotional Magnetism™: How to Communicate to Ignite Connection in Your Relationships, has garnered international acclaim, winning 24 book awards, available in three languages and used in academic curricula.

Known as a "surprise and delight speaker", event planners and business leaders praise her ability to ignite engagement, be humorous and relevant, enhance team dynamics, and ultimately leave attendees empowered to make meaningful, lasting changes.

Sandy's enlightened thousands from the speaker stage as a popular conference and corporate event speaker and has personally coached hundreds of people with her life-changing communication leadership techniques. Available for stage, webinar, or virtual summit presentations, all of Sandy Gerber's topics are customized to fit the audience, including using participants' experiences and industries to reinforce the key takeaways enabling audiences to use the learning immediately.

By collaborating with Sandy, your organization will benefit from her proven techniques that inspire connection, foster stronger teams, and transform how people communicate—leading to a happier, more cohesive workplace culture. Sandy is an invaluable choice for events, webinars, or keynotes designed to motivate teams, increase retention, and boost organizational success.



*"We selected Sandy to present to our hundreds of members as her expertise and passion for communication is remarkable. Sandy's presentation was informative, energetic, and filled with tips and learning the members could use immediately."*  
- M. Bartolotti, International Association of Women





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# IDEAL AUDIENCES & CLIENTS FOR SANDY

## Who Thrives with Sandy's Expertise?

Sandy partners with organizations and events that are ready to transform how their teams communicate, collaborate, and lead. Whether it's addressing team dynamics, empowering leaders, or fostering trust, Sandy equips individuals and groups with the tools they need to achieve clarity, connection, and measurable results. Her unique **Human Connection Advantage** framework ensures every engagement is impactful, results-driven, and tailored to make a lasting difference.

## Who Can Benefit Most?

- **Teams & Leaders:** Seeking to build trust, improve collaboration, and inspire action in their organizations.
- **Decision-Makers:** Focused on creating cultures of open dialogue, mutual respect, and bold innovation.
- **Professional Audiences:** Passionate about turning communication challenges into opportunities for growth and success.

## Proven Results Working With Sandy

- **Clarity & Productivity:** Empower teams with clear communication that eliminates confusion, streamlines workflows, and enhances efficiency.
- **Effective Collaboration & Decision-Making:** Foster seamless teamwork and confident choices that drive powerful outcomes.
- **Confidence & Courage:** Build the skills to communicate authentically and seize opportunities with bold confidence.
- **Engagement & Connection:** Energize teams by fostering meaningful connections that inspire genuine action.
- **Constructive Dialogue & Respect:** Build a culture of open, respectful communication that transforms conflicts into opportunities for growth.
- **Personal Growth & Empowerment:** Boost self-esteem, self-compassion, and a positive outlook that empowers success in any situation.

## Why Sandy?

Every event with Sandy is an engaging, high-energy experience. She leaves audiences inspired, equipped, and ready to create real change. Her talks and workshops are a smart investment for organizations striving to unlock potential, improve team dynamics, and achieve lasting success.

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TEDx

Global  
BC

ROGERS

TELUS

WEEKLY



## Sandy's Most Popular Topics

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# FROM CHAOS TO CLARITY



## Harnessing the Power of Authentic Communication

*86% of employees and executives blame poor communication as the leading cause of workplace failures. Miscommunication is silently sabotaging your team's success—but what if you could change that, starting today?*

Through humour, relatable storytelling, and hands-on exercises, Sandy's dynamic presentation dives deep into practical strategies to eliminate misunderstandings, ignite productivity, and strengthen trust within your team.

### **Audiences gain valuable memorable takeaways:**

- Proven techniques to create authentic connections that inspire collaboration.
- Strategies to inspire confident leadership and drive alignment across teams.
- Methods for ensuring clearer, more focused communication that leads to better decision-making.

This presentation isn't just informative—it's unforgettable. Packed with unique insights, and the engaging power of the **Human Connection Advantage**, this session delivers fun, energy, and actionable tools your team can apply immediately in both their personal and professional life.

Don't miss your chance to empower your organization with the communication skills to turn conflict into opportunities and build your ultimate advantage.

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*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



*"Sandy is a powerhouse when it comes to invigorating your team's connection, sales and customer service dialogue. Sandy created and delivered effective communication skills training to our entire team. Her training instilled newfound company energy and ignited team dynamics."*  
– M. Borsoi, Director,  
Operations,  
St. John Ambulance



# MAGNETIC TEAMS



## Building Trust, Connection, and Unstoppable Momentum

*Disengagement? Low morale? These silent killers cost businesses a staggering \$8.8 trillion globally each year - it's a wake-up call for leaders everywhere. Disengaged teams are silently draining your potential and your profits. But here's the good news—you can change that. This session uncovers the secret to transforming workplace dynamics using a fresh, human-centered approach.*

Sandy's signature blend of humour, storytelling, and a dynamic delivery style will energize and inspire attendees to take action. Attendees will walk away equipped to lead with emotional intelligence, boost collaboration, and turn frustration into fuel for success. There's no time to waste—join the movement towards more connected, aligned, and high-performing teams today.

### **Audiences walk away with powerful tools & insights:**

- Strategies to lead with emotional intelligence and foster authentic connections.
- Techniques to amplify collaboration and align your team for peak performance.
- Methods to turn tension and frustration into fuel for innovation and success.

This isn't just another keynote—it's a game-changing experience that will make you rethink what's possible for your team. Packed with unique content and actionable takeaways, this session will leave attendees buzzing with ideas they can implement immediately in both personal and professional spaces.

Miss it? You'll hear the buzz and wish you hadn't. Be there to witness what everyone else will envy—a transformation in team dynamics and performance that builds unstoppable momentum.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

*"As the featured speaker, Sandy was energetic, fun, engaging and inspiring. We contracted Sandy to help strengthen our Account Manager's sales acumen during our Retreat. Her presentation was filled with practical tips and lacked much of the unsubstantiated hype and catch phrases that too often accompanies training."*

*-C. Letawsky, Director,  
Rogers Media*

# LEADER BY DESIGN



## How to Inspire, Influence, and Ignite Your Team's Potential

Poor leadership is costing businesses up to \$550 billion annually, with 79% of employees considering leaving their jobs due to a lack of appreciation. These staggering numbers highlight a problem that no organization can afford to ignore—but here's the good news—you can reshape the narrative.

This session delivers a masterclass in authentic leadership. Sandy combines laugh-out-loud moments with transformative insights to deliver practical tools that develop emotionally intelligent, confident leaders who inspire action and connection.

Through engaging stories and actionable insights, you'll gain practical tools to communicate with clarity, foster trust, and build a culture that values and retains top talent.

Packed with interactive exercises and proven techniques, this session will help you reduce misunderstanding, boost productivity, and become a more magnetic leader. Known for her engaging delivery and deep expertise, Sandy offers a transformational session designed to elevate both individual and team performance.

### Key audience takeaways include:

- Proven strategies to enhance communication and ensure your message resonates.
- Techniques to establish credibility and influence within your team.
- Practical methods to nurture a culture of respect and engagement that drives long-term results.

Leadership isn't just a skill—it's the foundation of growth and success. Equip your teams with leadership strategies that drive results now and in the future. Those not in the room? They'll regret missing the session everyone will be talking about. Be there and be ready to lead differently.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



*"Sandy 'saved' my conference. I had a late cancellation and in 24 hours Sandy prepared and delivered a keynote which received great feedback from the audience. Sandy is a true professional; bright, results driven and positive even under extreme stress. I highly recommend Sandy."*  
- L. Svanberg, Director,  
Canadian Internet Marketing  
Conference





*“Sandy’s communication edge training reshaped our entire engagement approach, from customer communication principles to tailored strategies that meet our clients’ diverse needs. It’s a game-changer.”*  
– D. Sabatino,  
Doosan Heavy

# THE EDGE OF COMMUNICATION



## Unlocking Engagement and Driving Impact

*Disengaged teams? Rising turnover? Communication gaps costing your organization its potential? Here’s the reality—without a solid communication strategy, you risk losing your competitive edge. Weak communication isn’t just a barrier; it’s a detractor from performance, retention, and results. But here’s the good news—effective communication is the key to unlocking team engagement, leadership influence, and impactful results.*

This session with Sandy Gerber gives you the edge you need to thrive in today’s fast-changing workplace. Sandy, one of Canada’s top-rated speakers and a celebrated Human Connection Catalyst, will guide attendees through actionable strategies to redefine communication, energize their teams, and elevate their leadership potential.

Paired with her humour, relatable storytelling, and innovative delivery style, this session is designed to empower individuals and organizations to lead with confidence, foster collaboration, and fuel sustainable success.

### **Audiences walk away with powerful tools & insights:**

- Proven tools to lead with emotional intelligence and create meaningful, trust-based connections.
- Effective techniques to drive team engagement while aligning efforts with strategic goals.
- Methods to overcome challenges and frustrations, transforming them into drivers for innovation and collaboration.

This isn’t just a session; it’s a critical step in gaining a communication edge. With immediately implementable strategies and fresh perspectives, attendees will walk away equipped to lead with clarity and purpose, strengthen their competitive advantage in any industry, and cultivate a culture of innovation and teamwork.

This game-changing presentation will help you to stay ahead of the curve with the communication tools others will wish they had.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

# EMOTIONAL MAGNETISM



## The Art of Emotional Magnetism in Marketing and Sales

*What if you could unlock the secret to building authentic connections with your customers, employees, and teams? This lively, results-driven session unveils the proven communication framework Sandy Gerber used to transform her business from a simple bedroom operation into one of British Columbia's Top 100 Fastest Growing Companies.*

Learn how to differentiate your brand by understanding what your customers genuinely desire and how to use emotional appeal messaging to craft content that connects, engages, and converts.

Packed with actionable insights and strategies, Sandy equips you with the tools to build trust, drive loyalty, and spark conversions—all while making your marketing and communication efforts more authentic and impactful.

This session is perfect for small and large business owners aiming to stand out in competitive markets, improve customer engagement, and lead their teams to success.

### **Key audience takeaways include:**

- A deep understanding of the four emotional drivers that shape decision-making and how you can apply them to your messaging.
- Strategies to differentiate your brand by aligning with what customers truly want to hear.
- Techniques to create emotionally resonant content that connects and converts.
- Tools to improve customer loyalty, boost employee engagement, and elevate team dynamics.

Discover the art of emotional magnetism that can set your business apart. Don't miss the opportunity to harness the power of human connection and bring your brand to life through impactful communication.



*"Despite my success in sales, Sandy's training introduced me to revolutionary communication tools that significantly enhanced how I engage and convert my prospects."*

*– Ryan Ogilvie,  
Bobcat Equipment*



*“Sandy Gerber is such a dynamic and engaging speaker. We were thrilled we could have her on our stage for our annual Women of Worth event. Her keynote delivered practical insight, humorous storytelling and left the audience wanting more. Sandy’s passion, expertise and energy are infectious, and I wouldn’t hesitate to have her back for future events.”*  
- C. Awram, CEO,  
Women of Worth

# OWN THE ROOM



## Elevating Women Leaders with Confidence & Influence

*Did you know that women still represent less than 31% of senior leadership roles globally? Gender inequality remains a pervasive barrier, especially in male-dominated industries where women often face systemic challenges to their confidence, voice, and growth. For women leaders, the ability to communicate with purpose and authenticity isn’t just a soft skill—it’s a superpower that can shatter glass ceilings and redefine leadership.*

With trailblazing leadership experience in the tech, finance, and heavy equipment industries, Sandy excelled as one of the few female executives, successfully navigating and thriving in male-dominated fields. Armed with grit, emotional intelligence, and her proprietary human-centered communication techniques, she grew her bedroom business as a single mom into one of BC’s Top 1000 Fastest Growing Companies. Now, she’s empowering women leaders to harness their emotional motivations and amplify their impact in a business world that desperately needs their voices.

Through humour, vulnerability, and actionable advice, her session is crafted to equip women with the practical skills and mindset needed to thrive in male-dominated spaces while unlocking growth opportunities for their ventures and careers.

### **Audiences walk away with powerful tools & insights:**

- Strategies to build confidence, redefine self-talk, and elevate your influence in any leadership role.
- Impactful verbal and non-verbal communication tools that connect, engage, and inspire others.
- Collaboration and innovation techniques tailored to tackling the unique challenges faced by women in leadership.

This session isn’t just about breaking barriers—it’s about rewriting the story of leadership. By combining Sandy’s unparalleled expertise with actionable strategies, this presentation inspires attendees to step into their full potential and gain the communication skills needed to lead with authenticity, influence, and purpose.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



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# WHAT SANDY NEEDS TO BE AT HER BEST FOR YOUR EVENT

## AUDIO + VISUAL SUPPORT

Sandy prefers to use a hands-free microphone, such as a journeyman (over-the-ear) or lapel microphone, to ensure her delivery is as engaging and dynamic as possible. For visuals, it's essential that she has access to her presentation on a personal device or confidence monitor to maintain a smooth flow. Reliable audio access is also necessary.

## TIME TO CONNECT

After her presentation, Sandy appreciates a scheduled 20-minute break to engage more personally with participants. Providing a table at the back of the room creates the perfect space for her to connect, answer questions, and sign books for attendees. This one-on-one interaction adds memorable value to her sessions.

## SPEAKER FEES

Sandy's fees for live speaking engagements range from \$3,500 to \$7,500, based on the event's scope and level of customization required. For virtual presentations, her fees range from \$1,500 to \$5,000. Sandy also selects a handful of events each year where she donates her fee if the opportunity aligns with her core values, creating an even greater impact.

## TRAVEL + ACCOMMODATIONS

For in-person events, the event organizer is responsible for covering travel expenses, including flights, transportation, and hotel accommodations. These arrangements should cover the night prior to the event and, if needed, the evening of the event based on flight schedules.

## USE OF CONTENT

Any photos, videos, or recordings of Sandy at your event must receive her approval before being distributed. This ensures all content aligns with her professional standards and brand integrity.

## BOOKING SANDY

To bring Sandy's energy and expertise to your next event, reach out to her team to discuss putting your date on hold.

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## Let's Connect

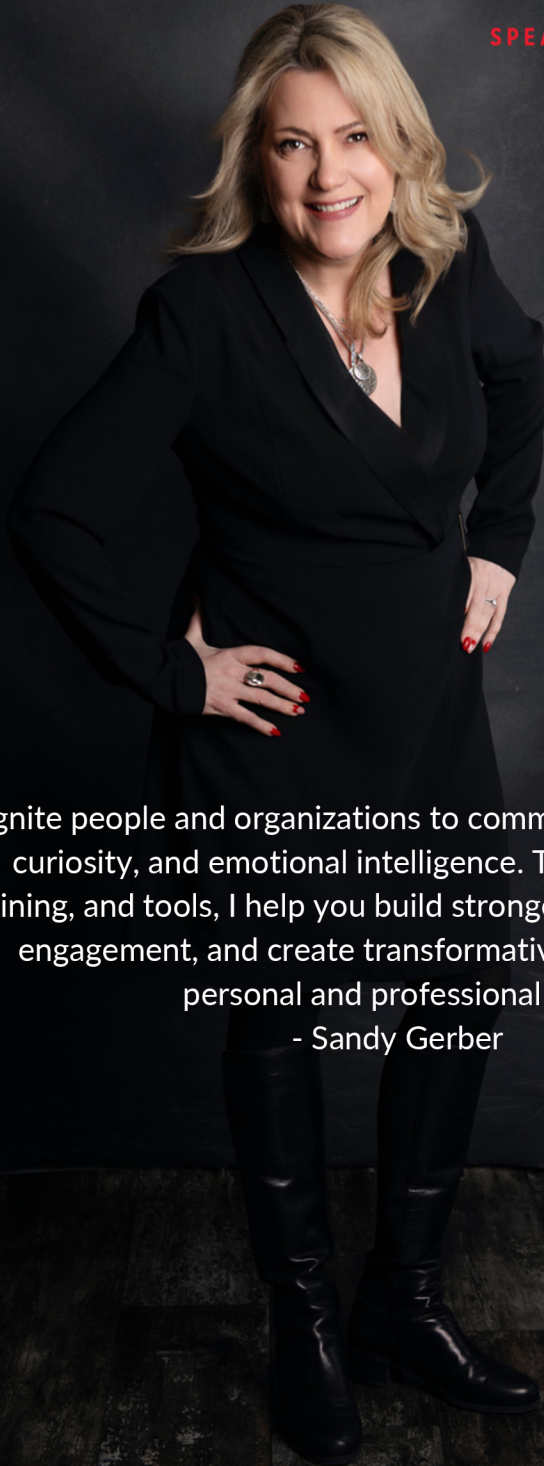
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**SPEAKERS BUREAU OF CANADA**  
Activate Your Audience



“

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- Sandy Gerber



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