

## RACHAEL WEST Strategic Speaker Coach

### Women in Mining WA (WIMWA) Summit



#### Date

September 2019

#### Audience size

1200 (grown from 550 in 2015)

#### Location

Crown Casino, Perth, WA

**Why is this event so successful?** Event co-ordinator Vanessa Shugg and her team curate a diverse speaker list comprising experts, professional speakers and “ordinary people” from all levels and experiences within the industry. Each year the conversation is pushed to its limits. It never feels like old ground is being repeated.

#### Speaking services provided:

- Individual coaching for speakers
- Prep support for panelists
- Stage and tech run-through
- Research and question preparation for panel moderators Leigh Sales and Annabel Crabb

The annual WIMWA summit sells out every year. We first provided speaker support in 2014, when an audience of 550 was hosted by Perth’s Hyatt Hotel. Conference quality is enhanced when all speakers are well-prepared, so our mandate was to help industry speakers feel (and be) more polished. Now, six years later, the event attracts over 1000 women and men, filling all 1850 square metres of the Grand Ballroom at Crown Casino.

A cornerstone of this event in the resources industry calendar is that speakers of all ages and backgrounds successfully and meaningfully tell their stories amidst distinguished professionals like Leigh Sales. The result: a powerful and rich perspective on the complex topics of diversity, influence and leadership.



With “TED-style” format of under 15 minutes, speakers must get clear about their point - and have one. WIMWA speakers say coaching gave them the confidence, self-belief and skills to speak with impact, using their experience to empower others and initiate change.

**“Hands down best talk of the day.”**

**You don’t expect an electrician to be such a good speaker.”**

*Leigh Sales & Annabel Crabb, on WIMWA speaker Shannon Youd, in their podcast Chat 10, Looks 3.*

The WIMWA summit is often the first time speakers have experienced speaker coaching and on-stage results transfer to their presentation at work - further driving conference aims to support women’s professional and interpersonal development.

Rachael also provides coaching for summit panelists. Through coaching, WIMWA panel speakers learn to articulate their unique contribution, making for relaxed and focused participation in a dynamic thought-provoking conversation.

**“This conference gets better every year.”**

*Megan McCracken, Chair, NAWO*