

Event Planner Kit

Katrina Cravy

A Keynote Speaker Who
Helps Leaders Be Seen,
Heard, and Chosen

Emmy award-Winning Journalist
Founder of Charisma Switch™



FOX

Featured On
HUFFPOST

THE BUSINESS JOURNALS



30+

Years in
Television



1.5K+

Coaching Hours



78K

Social Media
Followers



1M+

Viewers and
Audience Members
Reached



Speaker Bio



Meet Katrina Cravy

At a Glance:

Emmy Award–Ainring TV Journalist | Executive Communication Advisor | National Keynote Speaker | Author | Founder, Charisma Switch™ | Helping leaders tell better stories, give better answers, and communicate with presence, confidence, and influence.

Short Bio:

KATRINA CRAVY understands people, pressure, and persuasion. Drawing on more than 30 years in television and thousands of high-stakes interviews, she teaches leaders how to sharpen their message, strengthen their presence, and become unforgettable communicators. As the founder of Charisma Switch™, Katrina helps growth-minded leaders tell better stories, give better answers, and earn the recognition they deserve.

Full Bio:

KATRINA CRAVY is an Emmy award-winning former television journalist, executive communication advisor, national keynote speaker, author, and founder of Charisma Switch™.

Drawing on more than 30 years in television and thousands of high-pressure interviews, she helps leaders communicate with greater clarity, confidence, composure, and influence.

Her executive clients have been featured on national news programs, including 60 Minutes, and have been invited to speak on international stages.

Katrina has also delivered international keynotes and training programs for organizations including GE Healthcare, Rockwell Automation, and U.S. Bank. Her understanding of charisma began as a student at the University of Southern California, when she interned for President Ronald Reagan. Today, Katrina's mission is to help leaders become the kind of communicators who make people feel seen, heard, and inspired to take action.



KatrinaCravy.com



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Keynote Topics



Flip Your Charisma Switch™

Win with People: The Skills AI Can't Replace

Walk away with five proven steps to use AI without losing your human edge.

In this session, you'll learn how to make authentic relationships
– so you can build trust faster, win buy-in, and become the leader people want to follow.

[Watch Katrina's Most Requested Keynote](#)

MASTER YOUR MEDIA

How to Earn Mainstream and Social Media Attention and Move Audiences to Action

If you've ever wondered:
How did they get booked on that show or podcast?
Why did that company get the feature story?
How do I make a great social media video?

Emmy award-winning journalist Katrina Cravy knows.

[Watch Event Testimonials](#)

CRISIS & CHANGE COMMUNICATION

How Smart Companies Navigate Difficult Situations

Don't let a sudden crisis damage your brand and reputation!

Make sure your C-suite leaders know how to deliver the right message in the most difficult moments. Let Katrina help prepare your crisis communication team before the pressure hits.

[Learn More – Watch Acuity Insurance Video](#)

Empowering *Leaders* Across Industries

Client Testimonials

"She is worth every dime and then give her a tip afterwards. She's engaging. She's professional. She's real. She's honest. She's funny. It was excellent!"

— Tourism Industry Event Planner



"She was awesome, engaging, funny, and insightful!"

—Event Attendee, Post Event Survey



"Please bring Katrina back for future events."

— BMO Bank Event Attendee



"Her personal stories resonated with everyone in the room and provided "AHA" moments. Katrina's charisma truly had everyone leaving inspired!"

— GE Healthcare Women's Network



"Katrina was wonderful. She made the presentation entertaining and also applicable to both men and women."

— Event Attendee



"I felt so motivated after Katrina's presentation and I found myself using the hints she spoke about immediately afterwards."

— Event Attendee



How to Introduce Katrina Cravy



Suggested Script for Emcee

It's my pleasure to introduce our keynote speaker.

I hope you are ready to be energized, empowered, and maybe even a little challenged to think differently about how you show up when all eyes are on you.

Katrina Cravy (pronounced Cra-vee) is an Emmy award-winning television journalist turned keynote speaker, executive communication advisor, and founder of Charisma Switch™.

Before coaching leaders to own the room, Katrina spent more than 30 years in television news. She chased politicians down hallways with a microphone, interviewed people in high-pressure moments, and learned firsthand what it takes to capture attention when the stakes are high.

She's here today to help all of us flip our charisma switch, command attention, and electrify the way we communicate.

Please give a warm welcome to Katrina Cravy!



A/V Rider

Recording audio or video of any presentation must be approved in advance.

Katrina will bring her laptop and a backup copy of the presentation on a USB drive. She will also bring her own wireless presentation remote; please have a compatible backup remote available.

A/V Requirements (Keynotes)

- Wireless clip-on lavalier microphone
- Confidence monitor positioned in front of the stage and below Katrina's sightline for large events
- One handheld microphone for audience participation and Q&A
- Projection system or monitor with an HDMI connection capable of displaying a 16:9 widescreen PowerPoint presentation
- Screen size needs to be appropriate for audience and room dimensions
- House sound system capable of playing audio embedded in the presentation
- Clear stage area without a podium, unless previously discussed

Additional A/V Requirements: Small-Group Workshops with Recorded Video Playback

- PowerPoint presentation capabilities, monitor or projector screen with HDMI hookup
- Screen size needs to be appropriate for audience and room dimensions
- Room sound system or monitor speakers capable of playing video audio
- Small rectangular table (at front of room) to place materials
- When recorded coaching is included, a separate room with all the same A/V capabilities is preferred

NOTE: Please have an A/V contact available for a tech check one hour before audience arrival.



Optional Add-Ons

BOOKS & BOOK SIGNING

All participants receive a copy of *The Charisma Switch™ Participant Workbook*. Katrina can stay to sign books and take pictures with attendees. Katrina Cravy's other book, *On Air - Insider Secrets to Attract the Media and Get Free Publicity*, can also be included upon request.

TEAM-BUILDING WORKSHOPS AND ACTIONABLE TRAINING

For organizations seeking deeper communication skills, Katrina offers facilitated workshops for groups of up to ten participants. Through interactive exercises, on-camera practice, and targeted feedback, leaders learn to communicate with confidence in meetings, presentations, and high-stakes moments.

CHARISMA SWITCH™ PRIVATE COACHING EXPERIENCE

Executives become more credible, relatable, and confident in the moments when their message and influence must inspire action. This is a six-week, 1:1 communication coaching program available exclusively to organizations investing in select leaders and high-potential talent.

MAXIMUM VOLTAGE™ MESSAGE DISCOVERY SESSION

A facilitated discovery session that helps leaders and teams identify the core stories most likely to resonate with their target audiences. Katrina quickly helps the team clarify its brand voice, align key messages, and establish clear next steps for communicating a consistent and compelling message.



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@katrinacravy



Let's Connect!

Booking: [Schedule a Discovery Call](#)

Email: spark@katrinacravy.com

Website: katrinacravy.com

LinkedIn: [/katrinacravy](#)

Facebook: [@katrina.cravy](#)

Instagram: [@katrinacravy](#)

YouTube: [@katrinacravy](#)

Katrina



Brand Photos and Assets



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#b1975a



#f5f3ef



#d7c8b3



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Katrina Cravy.



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