

Speaker's profile

**MICHELLE  
PASCOE**



**Book Michelle today - [michelle@michellepascoe.com](mailto:michelle@michellepascoe.com)**



***A speaker to inspire, excite  
and ignite the potential in  
your team.***

## **ABOUT MICHELLE**

From a Turkey farm in rural NSW to a successful Certified Professional Speaker (CSP), Accredited Trainer, author and podcast host, Michelle's learned experiences, deep understanding of what it takes to succeed, and unique skill set have equipped her to become a dynamic presenter and engaging storyteller. She has been featured in top publications such as CEO Magazine and The Daily Telegraph, has provided expert opinions for Nova 96.9 Sydney and KIIS 1065 Sydney, and presented at global events across multiple industries. After thirty years in business, Michelle is just as passionate about the customer experience as she has ever been and is excited to showcase her expertise and elevate her profile across the broader hospitality sector.

## WHAT MICHELLE TALKS ABOUT

Michelle lives and breathes customer service, mystery shopping and team motivation. As a leading customer experience expert in the Registered Club industry, Michelle is a “must-have” for any hospitality venue looking to build a profitable business through human connection, create a positive workplace culture, effectively lead a multigenerational team and provide an exceptional customer service experience for their guests.

Michelle’s passion for workplace training and the customer experience was sparked after a particularly challenging job interview in her 30’s. Determined to provide for a young family on her own terms, Michelle created her own company, Optimum Operating Procedures and Services (OOPS). She put years into cold calls, door-to-door sales pitches and impromptu training sessions – until a chance meeting with a friend led Michelle to train her first frontline team in a Registered Club. After seeing the impact her words and experiences had on the team members in that room, Michelle knew she had found her calling. Thirty years on, OOPS is one of Australia’s most respected training and research companies and serves to empower frontline and leadership teams throughout the Registered Club and broader hospitality industry.



## MICHELLE'S KEYNOTE PRESENTATIONS

- Navigating a Multi-Generational Business
- Intentional Leadership: Stepping Up From Buddy to Boss
- Creating Guest Experiences that Drive Long-Term Growth
- 3 Keys to Unlocking Your Business Success



## TESTIMONIALS

"Michelle's style at the G2E in Las Vegas was engaging, content rich and funny. I would certainly recommend Michelle as a highly motivated and professional speaker to anyone who would like to have their organisation focus on intergenerational business, leadership, team retention and customer growth. She had the audience in the palm of her hand."

**Ann Simmons Nicholson, CEO - Simmons Group**

"Michelle is an engaging presenter and a brilliant storyteller. She was able to seamlessly connect and build rapport with the audience by sharing her personal experiences with the group. She has many years of experience consulting with organisations on employee engagement and hence was able to bring an external perspective to the panel discussion."

**Shumaila Ali, AHRI - NSW Talent Acquisition & Engagement Forum**

"The feedback for both seminars and the lunch for the 2022 Australasian Gaming Expo (AGE) held at the ICC, Sydney has been fabulous, and I credit much of that to your facilitation of those events. It was a relief knowing that you were there to manage both the sessions, panels and lunch speakers as the MC and Moderator. Thank you."

**Sabina Ziolkowski, Manager Operations & Marketing - Gaming Technologies Association**



## BEYOND THE STAGE

Michelle likes to serve you and your clients both on and off the stage.

Before the event, Michelle will work with you to get to know your business and the goals you're trying to achieve, and tailor her session to help you to exceed expectations.

Michelle will spend time with your group after her session to connect with people individually and answer any questions, as well as providing additional applicable resources to your delegates to ensure that the presentation lasts much longer than the day.

Michelle's goal is to provide both you and your delegates with an experience that is impactful and provides you a massive return on investment.





## AUDIO-VISUAL REQUIREMENTS

In order to ensure that Michelle can deliver the best keynote or presentation possible there are some key things that she'll need:

1. Wireless lapel microphone where possible
2. Michelle likes to walk and engage with her audience so a wireless mic will help her to perform at her best
3. Projector & clicker. Michelle will run off her own laptop
4. If the session is a workshop then a flipchart, pens or a whiteboard
5. If on a panel discussion then a chair and a glass of water
6. Water on a speaker's table for all types of events
7. Please let Michelle know if the room will be set up in lecture, classroom or cabaret style



## MICHELLE'S BOOKS

**The VIP Principle: Discover How Guest Experiences Drive Long Term Growth**

**Igniting Potential: No Challenge Too Hard**

## MICHELLE'S PODCAST

**The Michelle Pascoe Hospitality Podcast**

A must-listen for those in the Hospitality industry looking to create unforgettable guest experiences that will ignite the potential in their team and turn their guests into advocates.



[michelle@michellepascoe.com](mailto:michelle@michellepascoe.com) | [michellepascoe.com](http://michellepascoe.com)

## MICHELLE HAS BEEN FEATURED IN



The Daily Telegraph

**nova**  
96.9





## **LOGISTICS & BOOKING INFORMATION**

Michelle travels from Mittagong, Australia.

### **Check availability**

Email [sarah@michellepascoe.com](mailto:sarah@michellepascoe.com) to connect and check date availability.

### **Request a proposal**

After a conversation with Michelle, you will receive a proposal for your engagement covering speakers fees and travel expenses.

### **Approval**

The date is confirmed, a deposit paid and a contract issued to secure your date.

### **Before the event**

Michelle will provide assistance promoting your event through her social media channels. She can also create a 'teaser video' that you can send to your event delegates. We will connect to discuss any finer details and event goals. Michelle's team will manage all travel and logistics to save you time and hassle.

### **After the event**

Michelle will connect with you for an event debrief and provide you with any applicable resources to provide to your delegates.