

HILARY SUTTON



[HILARYSUTTON.COM](https://www.hilarysutton.com)

**EVERYTHING YOU NEED TO KNOW BEFORE HIRING
HILARY SUTTON TO SPEAK AT YOUR NEXT EVENT**



Hilary Sutton is the CEO of HSL Digital, a content-first digital marketing and communications consultancy that relieves time-strapped teams of the burden of digital strategy and execution, so they can focus on their highest and best use.

She is a keynote speaker and writer who has contributed to HuffPost, the Washington Post, USA Today, and Yahoo! Singapore. The author of several eBooks and courses, Hilary also hosts the Hustle & Grace Podcast where she serves as chief explorer in cultivating a flourishing career and life.

Hilary began her career as an actress performing in theatres up and down the east coast, then transitioned to academics serving as professor of communications, social media, and journalism at Southern New Hampshire University. She served as Vice President, Marketing & Communications at MedSend and held digital marketing roles at SpotCo, Pursuant, and McKinley Marketing Partners. Hilary lives outside of Washington, D.C. with her family.

Hilary Sutton's Keynote Speeches

Baby Yoda, Cruella, and Disney+: 8 Content Marketing Lessons Your Brand Can Learn from Walt Disney Studios

Walt Disney Studios has undergone massive change that has gotten incredible results: live action remakes of beloved animated classics, acquisitions of Marvel, Star Wars, and 21st Century Fox, and the disruption of the streaming content industry with the launch of Disney+. In this talk, you will learn how to apply Disney's "innovate or die" approach to your content marketing strategy.

After this session, attendees will be able to:

- Overcome your content limitations
- Replicate the Disney approach to content
- Respond to industry disruption and pivot to get optimal results
- Discover your strongest content pillars



Hilary Sutton's Keynote Speeches

Loaves and Fish: How to Turn One Piece of Content Into a Year's Worth

The beauty of content marketing is that one great idea can give you fodder for tons of content. In this session, Hilary Sutton will walk you through how one piece of content can be the gift that keeps on giving in your content marketing.

After this session, attendees will be able to:

- Identify a piece of content that can expand and influence your entire editorial calendar for the year
- Strategically expand your role from content creator to content strategist
- Determine the most effective content pillars for your clients
- Work smarter, not harder, by squeezing out dozens of potential uses from one piece of content

Hustle & Grace: Cultivating a Flourishing Career and Life

When remote work became the new normal, people joked that we weren't "working from home" we were "living at work." How do you find balance? In this talk, Hilary Sutton shares how to employ the Hustle & Grace framework, a proven method to cultivate not only a flourishing career, but a flourishing life.

In this session, attendees will learn how to:

- Combat the email problem
- Evaluate which projects to invest time in
- Rethink status quo
- Protect their margin

Hilary Sutton's Keynote Speeches



Personal Branding: Own Your Brand. Grow Your Career.

Personal brand isn't just self-promotion and influencer antics. It's a strategic tool you can use to build trust, open doors, and attract a range of opportunities. This talk lays out a step-by-step guide to elevate your personal brand both online and in person.

In this session, attendees will learn how to:

- Audit your online presence
- Get clarity on the building blocks of your personal brand
- Determine what you need to do in the next 90 days to build your brand
- Use content like blogging, videos, and podcasting to grow your personal brand

Seen In & Trusted By

- **The Washington Post**
- **USA Today**
- **HuffPost**
- **Digital Summit**
- **Internet Summit**
- **WUSA**
- **Yahoo! Singapore**
- **Woodwick Candles**
- **Kona Ice**
- **HuffPost UK**
- **CBN**
- **Hamilton**
- **Liberty PRSSA**
- **Liberty AIGA**
- **Midwestern Seminary**
- **The Rising Tide Society**
- **Meals On Wheels America**
- **The Work from Home Cure**
- **American Marketing Association**
- **Public Relations Society of America**
- **Create Virginia Conference**
- **Southeastern Theatre Conference**
- **American Society of Journalists & Authors**
- **Virginia Theatre Association**
- **Alexandria Public Library**
- **Young Professionals of Central Virginia**

Hilary Sutton's Courses



Speaking Fees

My typical keynote speaking fee in North America is \$5000 USD plus a flat fee of \$1000, which includes all travel expenses. Rates outside North America vary; please get in touch to discuss.

My speaking fee typically covers:

- 30-minute pre-event planning call with event organizers
- 45-60- minute keynote presentation
- Optional meet 'n greet following the keynote

I frequently conduct half-day or full-day sessions for clients; feel free to inquire if this is of interest.

50% of payment, plus the travel stipend, is required to secure the date, with the final 50% payable on or before the date of the event.



Speaking Testimonials



“It was truly first rate and I would absolutely attend another workshop. I loved the energy and excitement that Hilary extended to us as participants. She really knows her topics and she was incredibly generous in her sharing of her own acquired knowledge and experience.” -Going Freelance Workshop Attendee

“My favorite session so far! I loved listening to Hilary speak. She was so engaging and has such valuable content to share with us!!!! Please have her back!” -Disney & Content Marketing Attendee

“I have never gotten so much pertinent and useful information in one sitting than I did that day. I truly feel that my business is going to grow immensely this year with the blogging and marketing tools she taught me.” -Blogging Workshop Attendee

"A fantastic blend of personal branding information with specific and helpful ways to apply the content! Hilary helps you define your brand as well as give you the tools to achieve your short and long term goals." -Personal Branding Course Student

To Book Hilary for Your Event

Please email me at hilary@hilarysutton.com with any questions, to set up a time to discuss the event further, or to confirm our booking.

I look forward to working with you to create a great event.

