



**ALAN HENNESSY**

[WWW.KOMPASSMEDIA.IE](http://WWW.KOMPASSMEDIA.IE)



## Profile

Alan Hennessy is a Digital and Content Marketing Consultant, Social Media Trainer, Keynote Speaker and Podcaster.

Alan founded Kompass Media in 2015, offering a different approach to managing Digital Marketing online. The company manages social media accounts for sole traders right up to corporate clients.

Alan runs very successful Social Media Training programs aimed at helping both companies and individuals develop and understand social media marketing.

Alan also presents, produces and edits weekly podcasts called Social Media Talks. He has already interviewed some of the world's most influential people in business and in particular in his area of expertise Digital and Social Media Marketing.

## EXPERTISE

- Digital Marketing Consultancy
- Social Media Marketing & Training
- Podcast Production & Training



@kompassmedia.ie



@kompassmedia



@alanhennesy



@kompassmedia.ie



Ciamh McCrory



Ted Rubin

# KEYNOTES & COURSE LECTURER

On a regular basis, Alan speaks at various events on a variety of subjects based around Digital and Social Media Marketing. He has the knowledge and know how but more importantly is able to impart this knowledge with good delivery skills and a great personality.

He has been the Digital Marketing Coordinator for the Biz Expo, Ireland's Largest SMEs Business Exhibition for the past three years. He has also delivered talks and workshops at these events on "Social Media for Business" and "The Power of Podcasting".

On the Kompass Media YouTube channel you can find a wide range of tutorials on all aspects of social media.

Alan provides Video Webinar Training for companies wishing to produce high quality professional webinars.

## KEYNOTES:

- The Power of Podcasting
- Live Video Streaming
- Social Media Power Tools
- Introduction to Social Media
- The Art of Social Media Planning & Scheduling
- Marketing Media Content
- Creative Graphical Concepts
- Social Media MasterMind
- Podcast Creation and Visibility
- Psychological Behind Social Media

## Course Lectures & Training:

- Introduction to Social Media
- Leverage Your Social Marketing
- Building Your Live Video Content
- Social Media Power Tools
- Social Media Planning & Scheduling
- Digital Content Marketing
- Facebook Creative
- Twitter Masterclass
- LinkedIn Beginners & Intermediate
- Podcasting 101 Marketing



# PODCASTING

## Social Media Talks

In late 2017 Alan began The Social Media Talks Podcast which is a weekly episodic show. Alan recognised that many business owners were struggling to understand how they could develop their digital presence through Social Media Marketing.

With this in mind he approached some of the worlds leading Digital Marketers and Social Media Power Influencers and invited them to share their expertise and experiences on the podcast.

Each week he chats with a variety of experts about all aspects of Digital & Social Media from Content Creation, Strategies, Planning and Scheduling and Social Media Tools to name but a few.

Interviewees on Social Media Talks (#SMTalks) include:

- |                     |  |
|---------------------|--|
| Jay Baer            | Six Times New York Times Bestseller                |
| Joanne Sweeny Burke | The Digital Training Institute                     |
| Madalyn Sklar       | Twitter Marketing Strategist, #TwitterSmarter      |
| Paul O'Mahony       | Entrepreneur, Sunday Independent Columnist, Author |
| Ted Rubin           | Keynote Speaker, Social Media Strategist, Author   |
| Viveka von Rosen    | The LinkedIn Expert, Author, CVO Vengreso          |
| Kami Huyse          | Zoeticamedia.com                                   |
| Sue B Zimmerman     | The Instagram Expert                               |
| Julia Bramble       | Bramblebuzz.co.uk                                  |
| Steve Dotto         | Dottotech.com                                      |
| Kevan Lee           | Director of Marketing at Buffer                    |
| Andy Lambert        | Co-Founder of ContentCal UK                        |



Jay Baer



Sue B. Zimmerman



Jen Herman



Steve Dotto



Lisa Smith  
Engage Smith



Sinead Coyne  
Marine Institute

# TESTIMONIALS

Viveka von Rosen (The LinkedIn Expert & Chief Visibility Officer at Vengresso)



"It is a pleasure to work with Alan. He is so prepared, is extremely professional and has the perfect balance. He is a great interviewer and I would highly recommend him."

Ted Rubin (Ranked in Forbes Top 50 Social Media Power Influencers)



"I am impressed with Alan. He knows how to connect and engage. Alan finds points of emotional connection and looks people in the eye digitally. Alan is on point, direct, engaged, well informed. Work with Alan if you get the opportunity. I love anytime I engage with him. Alan gets it all because he stays informed and connected"

Madalyn Sklar: (Leading Twitter Expert (#TwitterSmarter))



"Alan Hennessey is the real deal. He cares about people and it shows in his podcast, his training sessions and courses. Alan has a great radio voice and he is perfect for podcasts"

Joanne Sweeney Burke (The Digital Training Institute & JSBTalks Podcasts)



I have worked with Alan on both my podcast and as an interviewee on his Social Media Talks podcast. He has a great understanding of both podcasting and social media and is professional and affable, two qualities vital in a business relationship. His podcasts provide valuable information to small and medium size business owners and it is a useful resource for anyone hoping to increase their social media knowledge and putting into practice to increase their skills.



# CONTACT

## Book Alan for Your Next Event

Contact Alan for a Social Media Consultation or Management, Training or Speaking Engagement

### CONTACT DETAILS

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