



Christina Pilarski

Motivator, Speaker, Entrepreneur, Personal Brand Expert, PR Maven



With over 20 years of experience in public relations and personal brand development, Christina Pilarski has established herself as a leading voice in empowering working mothers and female entrepreneurs.

As the founder of CIPR Communications and Two Babies and a Business, Christina leverages her extensive background to deliver engaging and insightful speaking engagements tailored for workshops, conferences, and corporate events.

Her presentations cover a range of compelling topics, including the strategic use of AI and PR for business growth, mastering work-life harmony, and the vital role of emotional intelligence in leadership. Christina's dynamic speaking style and practical advice make her an ideal speaker for professional groups seeking to inspire their members, as well as for educational forums focused on personal and professional development.

Whether addressing an intimate workshop or a large-scale industry conference, Christina delivers not only motivation but also actionable strategies that resonate deeply with her audience.

As a mom of twin boys and the CEO of a 7-figure agency Christina weaves her relatable and authentic journey into all her speaking engagements. *"I've learnt a lot and I want to share my story and empower women everywhere."*

Speaking Topics



Leadership and Entrepreneurship
A Woman's Perspective



Mastering
Public Relations and Media in the Digital Age



Igniting Your Online Persona
Strategies for Building a Powerful Personal Brand



Work-Life Harmony
Strategies for the Modern Working Mother



Media Readiness in the AI Era
Adapting to the New Frontiers of Communication



Empowerment through Personal Development
Building Confidence and Influence

Inquire Now:
jayrald@ciprcommunications.com

More Information:
www.twobabiesandabusiness.com

Client Testimonials

"Christina is an incredible speaker and panelist. Her talk about building a personal brand online at our AGM hit the mark - she had audience participation at a high. She was so well received we have brought her back again to speak and motivate our sister organization around media relations, LinkedIn strategy, and social media presence. I highly recommend her to motivate and empower any group of professional women."

Dr. Kimberly Williams

President Federation
Medical Women of Canada

"I walked away with a full social media strategy for my business. Not only was she engaging but she gave me something tangible! I'm now empowered and ready to go. This was worth the cost of the conference."

Leah Newman

Hair Stylist and Business Owner

"I was absolutely in love with the presentation from Christina. Her story and how she has built a business and personal brand is something I aspire to replicate. I was excited about the different processes that she has implemented for her business and how simple some of them were. She brought forth a very relatable and family-feel experience in her presentation."

Katheryne Womack

Former US Navy Officer and Principal Consultant
WSI World

"If you are looking to leave your next conference inspired and motivated, then Christina is the woman for the job! She will not only teach, but encourage you to speak with pure confidence and knowledge."

Pearl Ubaru

CEO and Owner
SISTEM Tutoring

Speaking and Podcast Experience

Christina first took the stage at age 4 and has had a microphone in her hand ever since acting as an emcee, host, motivator, educator, and presenter.

Speaking

- Speaker and Workshop Lead, Multiple Events with Fernie Chamber of Commerce
- Speaker and Workshop Lead, Sparwood Chamber of Commerce
- Speaker and Workshop Lead, Multiple Events and Workshop Tourism Kamloops
- Speaker and Workshop Lead, Calgary Doula Association Quarterly Meeting
- Speaker and Trainer, Multiple Conventions and Events PC Party of Alberta
- Speaker and Trainer, International Open Shop Conference
- Speaker and Panelist, Think Energy Google Summit
- Morning Speaker and Panelist, Federation of Medical Women Annual Conference
- Workshop Facilitator and Organizational Excellence Presenter, WSI World Global Convention
- Breakout Session Speaker, TIABC Tourism Industry Conference
- 3 Time Host, Panel Moderator, Panelist, Rocky Mountain Summit on Digital Marketing and Social Media

Podcasts

- Host, Two Babies and a Business
- Co-Host, YKA Strong
- Co-Host, Luv'n the Loops
- Guest Between to Dots, 2024
- Guest, Schoolin' the System, 2024
- Guest, Female Founder Friday, 2024
- Guest, Calgary Next, 2022
- Guest, Anatomic Fitness Podcast, 2021

More

- Multiple webinars, workshops, and events hosted by CIPR Communications
- Host and Emcee for multiple events in the Alberta Community

Signature Publications

Igniting Your Online Persona: Strategies for Building a Powerful Personal Brand

Christina unveils the secrets to crafting and enhancing your personal brand in the digital landscape. Focused on the strategic deployment of digital tools—from social media to content creation—Christina provides actionable insights into developing a compelling online persona that captivates and engages. Attendees learn how to authentically express their unique value proposition, leverage various online platforms for maximum impact, and manage their digital footprint effectively to attract opportunities and foster professional growth.

Media Readiness in the AI Era: Adapting to the New Frontiers of Communication

As AI reshapes the landscape of media and communication, staying media-ready is more crucial than ever. Christina addresses evolving challenges and opportunities presented by the integration of AI in media platforms. This presentation offers essential tips for professionals to maintain control over their narratives and effectively engage with both traditional and AI-driven media outlets. Participants will gain insights into preparing for interviews, managing real-time AI interactions, and utilizing AI tools to enhance their media presence.

Navigating Entrepreneurship and Motherhood: Practical Tips for Integrating Life's Roles

Christina focuses on practical tips for integrating the roles of motherhood and entrepreneurship, offering insights on motivation, prioritization, and finding support systems (personally and professionally) that enable success in both arenas.

The Role of Emotional Intelligence in Leadership

Christina explores how developing emotional intelligence can enhance leadership capabilities, particularly for women in business. While delving into understanding and managing one's own emotions and those of others to foster a productive and harmonious workplace, Christina also shares how she was able to unlock growth and move her career to the next level. She provides insight into her internal processes that drove the development of a 7-figure business.

Building Resilient Brands in a Dynamic Market

Aimed at entrepreneurs and business professionals, this presentation discusses strategies for building resilient brands that withstand market fluctuations and evolving consumer expectations. Christina shares insights on adapting branding strategies to remain relevant and engaging and lean into the right marketing and PR tactics at the right time. The world of marketing products - and yourself - has changed rapidly. This session sets audience members up for true success with thoughtful advice on strategic approach and practical next steps.

The Power of Networking for Women: Creating Opportunities through Connections

This topic emphasizes the importance of networking for professional growth and business success, particularly for women. Christina offers strategies for effective networking, creating lasting connections, and leveraging these relationships for mutual benefit - after all as an entrepreneur growing a business it is all about who you know! As women we have the opportunity to empower one another and Christina focuses on the importance of women connecting and supporting one another.

Strategic Use of Social Media for Personal and Professional Branding

This presentation provides an in-depth look at using social media strategically to enhance personal and professional branding. Christina discusses different platforms, content strategies, and engagement techniques that cater specifically to the needs of working mothers and female entrepreneurs. Christina walks attendees through the development of their own social media strategy - when the talk is completed everyone will leave with their own draft strategy ready for execution.

Harnessing AI for Personal Branding and Business Growth

Christina discusses the intersection of AI technology with personal branding and business strategies. This topic explores how working professionals, especially women, can leverage AI tools to enhance their brand visibility, automate business processes, and maintain a competitive edge. Christina debunks AI myths and empowers attendees to utilize tools that will help take their leadership, PR, and operations to the next level.

Work-Life Harmony: Strategies for the Modern Working Mother

Aimed at working mothers, this talk provides actionable strategies to achieve a balance between professional ambitions and personal responsibilities. Christina, drawing from her own experiences, shares insights on prioritizing, delegating, and setting boundaries that support both career and family life.

Leadership and Entrepreneurship: A Woman's Perspective

This topic focuses on the unique challenges and opportunities faced by women in leadership and entrepreneurial roles. Christina covers essential skills like decision-making, risk-taking, and networking, emphasizing how women can assert their presence in predominantly male-dominated sectors. After her time in government, the oil and gas industry, real estate management, and now as an entrepreneur, Christina's personal experiences shape her relatable content in this presentation. Leaving the crowd empowered and ready to take the next steps in their career, Christina uses humour and authenticity to inspire women in their journey.

Mastering Public Relations and Media in the Digital Age

Geared towards professionals and entrepreneurs needing to polish their PR and media skills, this presentation covers the essentials of building a media presence, handling press interactions, and using social media strategically to enhance one's personal and business brand. Public relations is essential in today's marketplace and this talk helps attendees find their excitement for adding this new tool to their toolbox.

Empowerment through Personal Development: Building Confidence and Influence

This session addresses personal development techniques that foster confidence and assertiveness. Christina shares methods for self-reflection, continuous learning, and influence-building that empower women to take charge of their personal and professional growth. It's scary to think about building a personal brand - after this session attendees will have the tools they need to build their own confidently.

Add Christina to Your Next Agenda

In addition to these, Christina is happy to work with event organizers to tailor a presentation to suit your agenda that will inspire and hit the key points you've promised your attendees.