



# KAREN OLDHOVEN

Mediakit 2024



# ABOUT KAREN

Karen Oldhoven is an event host, moderator, public speaker and Personal Branding entrepreneur. She is an enthusiastic, well-prepared to perfection moderator who is energized and committed to creating a positive impact that sets professionals into motion.

Specializing in personal leadership and driven by personal development, Karen embodies personal branding. She firmly believes that everyone has a story to tell and excels at uncovering their strengths and intrinsic motivation. Central to this process is the conscious awareness of one's own capabilities. Karen eagerly embarks on this journey with professionals, helping them discover their true identity: who they are, what they want to achieve, what brings joy and everything that contributes to their professional image. The value of this endeavor lies in its ability to differentiate professionals, build trust with others and create a positive impact.

As a speaker and moderator, Karen goes beyond surface-level questions and transforms every presentation or speaking engagement into a profound study. Anticipating and meeting the client's needs comes naturally to her. Karen's optimism and empathy are infectious during her talks, creating a unique connection with her audience through interaction. She captivates with her distinctive and motivating approach, infused with a healthy dose of humor. The positive effects of her work are evident in crucial aspects such as increased job satisfaction, enhanced self-assurance and positive behavioral change.





“YOUR PERSONALITY IS  
YOUR TRADEMARK.  
DARE TO SHOWCASE  
AUTHENTICITY!”







# WOMEN EMPOWERMENT

As an advocate for women's rights, Karen Oldhoven is committed to using her voice to support women in attaining equal opportunities and resources. She recognizes that many women struggle with insecurities, often underestimating their value within their business networks. Karen understands that there is still a long way to go in closing the gender gap.

To make a significant impact, she focuses on empowering women through her Personal Branding masterclasses. These sessions help women gain self-confidence, increased motivation and enhanced

personal effectiveness. She ensures that participants can compellingly communicate their value to clients, partners, colleagues and business connections.

Karen has actively collaborated with esteemed institutions such as the African Women Innovation Entrepreneurship Forum, Cherie Blair Foundation and The Institute of Electrical and Electronics Engineers. Since June 2023, she has been a team member at TEDxAmsterdam Women. Her involvement reflects dedication to promoting equal opportunities and bridging the ancestral gender gap.



# PERSONAL & EXECUTIVE BRANDING

## CONSULTANT (PERSONAL) BRANDING

After delving beyond the surface and underlying factors. She advises, creates and executes branding strategies.

## RESULT

Authentic brand positioning with an identity that resonates with every audience.

## TRAINER

Facilitate corporate teams to become aware of talents and values based on needs.

## RESULT

Improved team performance and actionable plans to move forward positively.

## EXECUTIVE BRANDING

Individual sessions for executives. Strengthen in- & external visibility with brand, presence and voice.

## RESULT

Enhanced leadership presence and increased influence in preferred settings.







Workiva  
**AMPLIFY**  
EMEA



# PERFORMER

## EVENT MODERATOR

Experience the power of genuine connection through her 'deep dive' study of each event, infused with a touch of humor.

## RESULT

Thought-provoking answers that audiences wish to hear and aiming to create positive progress.

## SPEAKER

Well versed on themes (personal) branding, leadership, value, empathy and team spirit.

## RESULT

Awakens and motivates audiences to achieve their untapped potential.

## ADVOCATE WOMEN EMPOWERMENT

Guide women in gaining self-confidence and communicating their values within business networks.

## RESULT

Support women's economic empowerment and bridging the ancestral gender gap.





MONTHLY REACH

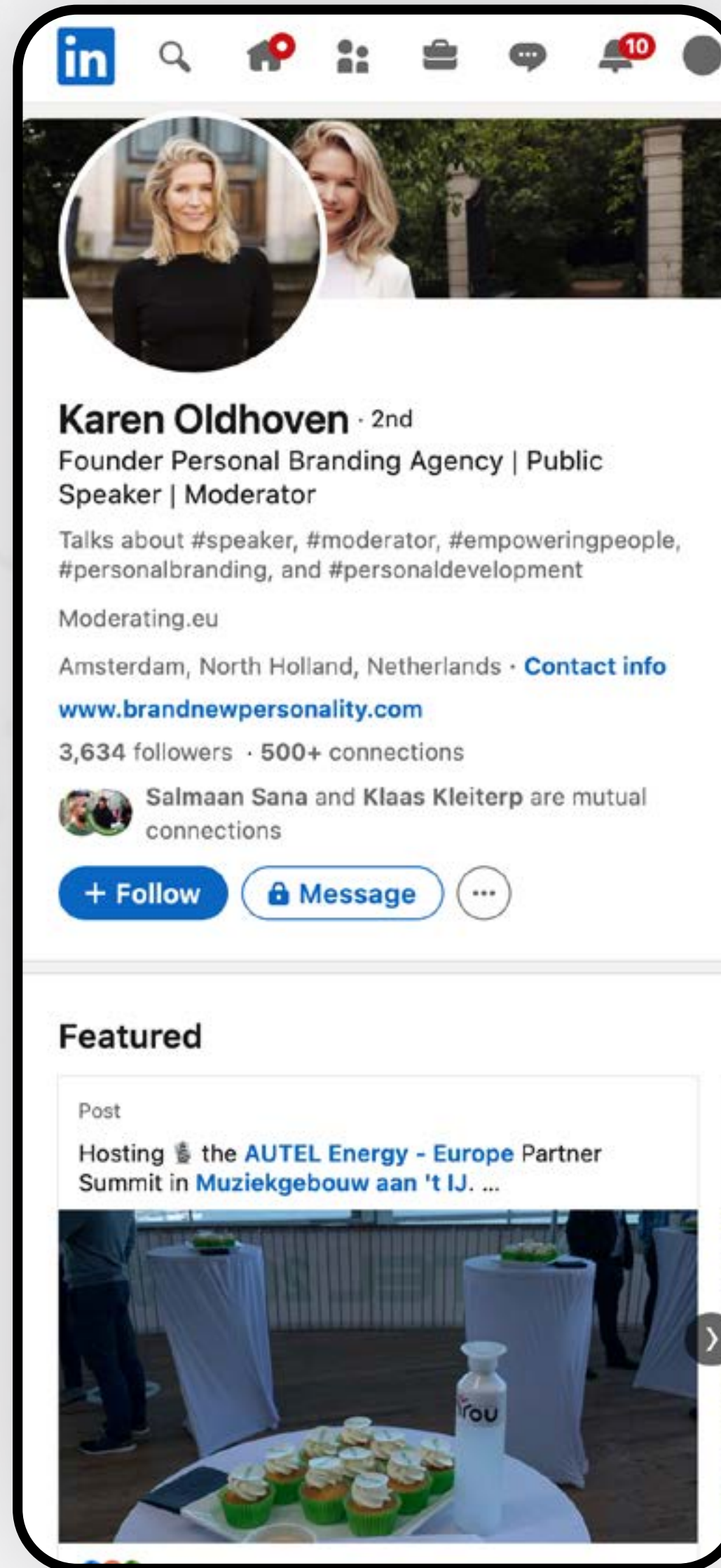
50.000+

FOLLOWERS

3.785

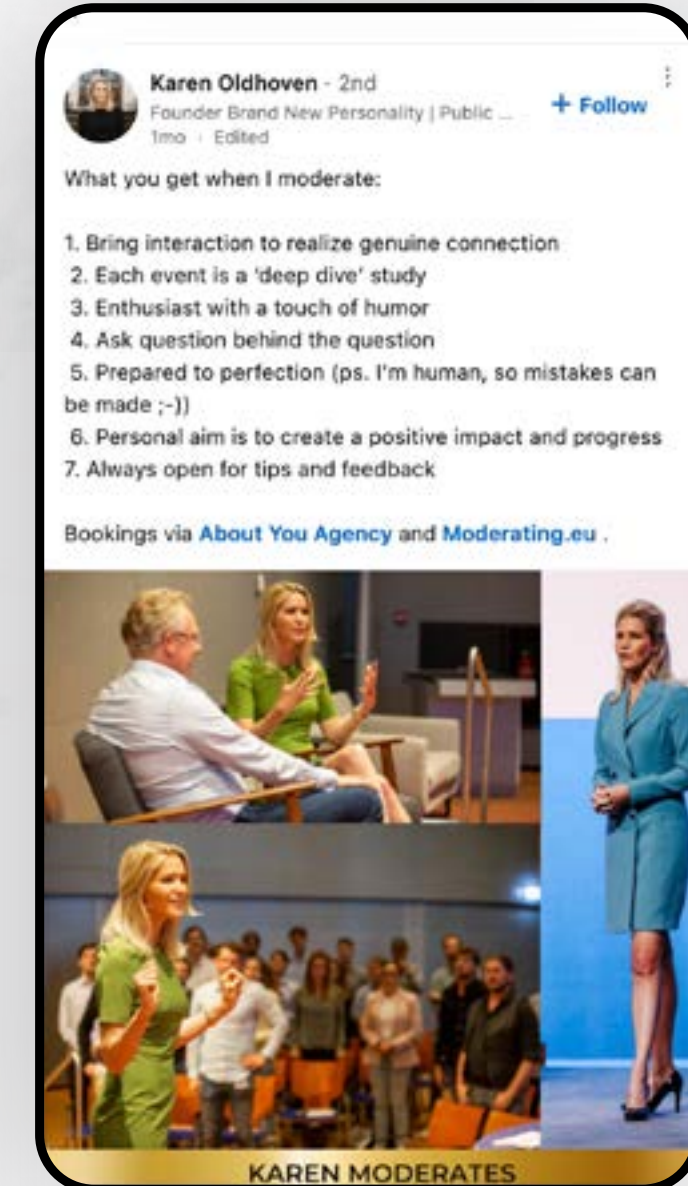
ANNUAL IMPRESSIONS

250.000+



LinkedIn profile of Karen Oldhoven. The profile header shows her name, title 'Founder Personal Branding Agency | Public Speaker | Moderator', and a list of topics she talks about: #speaker, #moderator, #empoweringpeople, #personalbranding, and #personaldevelopment. Her location is Amsterdam, North Holland, Netherlands. She has 3,634 followers and 500+ connections. Below the profile information, there is a 'Featured' section with a post about hosting the AUTELE Energy - Europe Partner Summit in Muziekgebouw aan 't IJ. The post includes a photo of a table with food and drinks.

There is only one unique personality like you.




Karen Oldhoven - 2nd  
Founder Brand New Personality | Public Speaker | Moderator

What you get when I moderate:

1. Bring interaction to realize genuine connection
2. Each event is a 'deep dive' study
3. Enthusiast with a touch of humor
4. Ask question behind the question
5. Prepared to perfection (ps. I'm human, so mistakes can be made ;-))
6. Personal aim is to create a positive impact and progress
7. Always open for tips and feedback

Bookings via [About You Agency](#) and [Moderating.eu](#).



KAREN MODERATES



You Agency  
172 followers  
5mo · 🌐

Het is tijd voor een nieuwe samenwerking! 🎉

About You Agency gaat de marketing van Karen Oldhoven oppakken. Voorheen werkten we als management al nauw samen, maar nu bedenken we ook pakkende campagnes en initiatieven om anderen te inspireren.

Reden voor een feestje dust! 🥳  
#aboutyouagency #karenoldhoven #aby #aya #samenwerking



Why don't you communicate and show it?

Do you have a dream?  
Go follow it and make it happen, because you can!



KAREN OLDHOVEN  
Enthusiast that brings events to life with connectivity and interaction



Karen Oldhoven  
Founder Brand New Personality | Public Speaker | Moderator

This past week was one for the books and maybe my future book ;-).

66 likes · 19 Comments

Like Comment Share

Bijdragen van Karen

Karen Oldhoven · 2e  
Founder Personal Branding Agency | Public Speaker | Mo...  
5d · 🌐

Bedankt Buma Music in Motion dat ik jullie rondetafel gesprekken mocht leiden over het belang van Personal Branding.

Wat zijn je kwaliteiten als maker?

Hoe word je je bewust van jouw onderscheidend vermogen als componist, producer, singer songwriter?

Getalenteerde componisten, producers, producenten heb ik ontmoet.

Bedankt Maartje Glas Yasmine H. Koen Daniel Oppelaar

Agency Sprekershuys



This was Buma Music in Motion in 2023



“PROMOTING EQUAL  
OPPORTUNITIES AND  
BRIDGING THE ANCESTRAL  
GENDER GAP”





## REVIEWS

*"Karen moderated the European Commission's high level conference on critical raw materials in November 2022. She prepared herself well, ensuring that she understood the client's needs. On the day, she was calm, poised and empathetic as moderator. I would definitely recommend Karen for future events."*

European Commission,  
P. Handley

*"In the search for renewed intrinsic motivation, I wanted independent guidance and someone who asks the right questions. Karen was inquisitive, gave clear feedback and got me back on track. Sharp and with the right focus I continue my career."*

DPG Media, I. Reuvekamp

*"It was a successful event with Karen being the moderator and everything went according to plan! Thanks for your tip from Karen."*

Google and Literacy  
Foundation

*"Karen facilitated the session in an engaged and authentic manner. She demonstrated thorough preparation by immersing herself in our organization and team members, which resulted in participant commitment. Thanks to her, we were able to achieve the objectives. Without hesitation, I recommend her for fellow municipalities and companies."*

Municipality of Terneuzen,  
S. de Waal



# PARTNERS

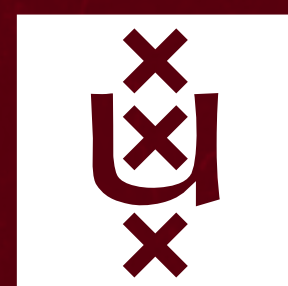


Cherie Blair  
**FOUNDATION  
FOR WOMEN**



**workiva**<sup>®</sup>

**PORSCHE**



UvA

**TATA STEEL**

**AUTEL**<sup>®</sup>

**buma** music in motion

**DUTCH FOUNDERS  
FUND**

**strategy&**  
*Part of the PwC network*





# GET PERSONAL

Karen Oldhoven

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