



Katie Crysdale

2024 Speaker Package



LAKEVIEW
AQUATIC CONSULTANTS LTD.



ABOUT KATIE

I have 20 years of experience in the commercial swimming pool ("aquatics") industry in roles ranging from lifeguard, swim instructor, pool operator, facility manager and consultant. In 2017, I founded Lakeview Aquatic Consultants to address the fundamental gap between pool operations and programming. In 2020, I started the POOLaide Webinars to create free education opportunities for the aquatic industry during the Pandemic.

I only accept a few speaking requests each year because quality is more important than quantity.

"Katie spoke at our Virtual Saskatchewan Manitoba Aquatic Conference (VSMAC) and was an instant hit. She wow'd us with her comfort on camera and engagement skills in a virtual world and her knowledge of the subject matter. I would highly recommend her to speak at your event. She is professional and easy to work with. "

**- Erin Wilson,
City of Estevan (SK)**

"I was a POOLaide attendee and was so impressed with Katie's knowledge and expertise, I recommended her to the Parks and Recreation Ontario (PRO) Aquatics Conference to be the keynote speaker. She is an innovative, forward thinker who exceeded our expectations! Her presentation style was interactive, engaging, and thorough. She was friendly, focused, and relaxed. She inspired and motivated our members. I would highly recommend her for your next speaking opportunity."

**- Kory Moffatt,
City of Oshawa (ON)**

ABOUT LAKEVIEW AQUATIC CONSULTANTS

Lakeview Aquatic Consultants Ltd. is a company based near Calgary, Alberta. From front door to filter room, we provide a range of services to help you run the best swimming pool possible. As consultants, we do not represent or endorse products or services, ensuring that our opinions are unbiased and 100% our own.

In 2020, Lakeview Aquatic Consultants went viral with the free POOLaide Webinars. 1,600 people from 10 countries attended 27 live webinars. POOLaide returned in 2021 with an additional 16 live webinars.



BESPOKE SESSIONS EVERY SINGLE TIME

My sessions are different from other speakers: there is no back catalogue of recycled topics. Every single session is custom to the event and audience. I will work with you to understand what your attendees need before crafting a session that is practical and timely.

I'm a great speaker because I'm a naturally curious person who is continuously learning. As an empath, I observe and understand people in a way they find helpful. I've been teaching aquatic leadership courses - including other instructors - for 10 years. I've also become an expert at teaching live online.



1,450 FOLLOWERS



1,020 FOLLOWERS



730 SUBSCRIBERS



805 SUBSCRIBERS



zoom

**1,650 HOURS
TEACHING ONLINE**

VIRTUAL EVENTS

Virtual sessions are \$1,000 + tax. This includes 60-75 minutes of original content and 15 minutes of Q & A. *No recording for redistribution and/or replay without express prior permission.* Additional advertising such as Instagram Live or Story, newsletter placement, recorded greeting, YouTube video, podcast, radio, etc. are extra. Free registration to attend the entire event is required.

IN PERSON EVENTS

In person sessions are \$1,000 + tax plus travel & subsistence.* This includes 60-75 minutes of original content and 15 minutes of Q & A. *No recording for redistribution and/or replay without express prior permission.* Additional advertising such as Instagram Live or Story, newsletter placement, recorded greeting, YouTube video, podcast, radio, etc. are extra. Free registration to attend the entire event is required.

*Subsistence is a minimum of 1 day before and 1 day after the event for travel distances over 4 hours.

THE FINE PRINT

All speaking engagements are on a first come, first serve basis. I reserve the right to decline any speaking requests. All speaking engagements must be prepaid in full 30 days prior to the scheduled event. Unpaid speaking engagements are addressed on a case-by-case basis. Alternative forms of compensation may be considered on a case-by-case basis.

Katie Crysdale

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"I really enjoyed listening to Katie's passion and knowledge. I cannot believe the number of ideas I have flowing right now!"

"I hope one day I have even close to the wealth of experience and knowledge you have. Thank you for being an amazing resource. This helps tremendously."

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"Thank you for an amazing session today! It was exactly what I needed."

"Thank you again for your professionalism. Your knowledge on the topic was very clear from minute #1."

"Thank you very much Katie, I enjoyed your teaching style so much. I know it's hard teaching over Zoom but I was able to pay attention the entire time because of how passionate you are."