

# Laura Beauparlant

BEAUTIFULLY SPOKEN.



Laura Beauparlant is the founder of Lab Creative, the author of *Brand Chemistry*, the creator of Brand Camp and an award-winning international speaker.

An entrepreneur for the past 18 years, Laura helps ambitious founders, change-makers and thought leaders turn their magic into powerful, impact-driven legacy brands. She leverages her creativity and experience to inspire and empower everyone she meets to reach new levels of impact, influence and success.

As a speaker, Laura has been recognized for the chemistry she creates with her audience as she inspires and candidly shares insights into her own story of overcoming adversity and finding clarity – in both life and business.

Laura has an engaging presence and easy, conversational style that captures her audience every time.

## FEATURED TALKS

### BRANDING THROUGH STORYTELLING

Many entrepreneurs are sabotaging themselves and their businesses by oversharing in the name of vulnerability or under sharing the name of professionalism. And in the age of AI, it's more important than ever to curate the personal and professional stories you share in order to create deep, authentic relationships with your audience and clients.

#### Audience Takaways:

- Why storytelling is critical for success in the age of AI
- The 3 key questions to ask yourself before sharing a story
- How to create an authentic brand while maintaining a private life

### A LIFE WORTH DYING FOR

#### An Entrepreneur's Journey to Living a Selfish Life of Meaning

In this engaging, story-filled talk, Laura will guide you through her own entrepreneurial journey, the lessons she's learned, and the process she uses to make sure that every day she's living a life worth dying for. You'll walk away energized, empowered, and equipped with the tools to bravely live a big, bold, beautiful life filled with meaning.

#### Audience Takeaways:

- The importance of being selfish for maximum impact
- A powerful framework to guide you through the decision making process

*"Laura has spoken at two of our conferences with approximately 600 attendees. She is the highest rated speaker that we've had and the most in demand."*

*Laura's skills and ability to engage the audience is second to none."*

**ED COTTON, President & co founder,  
IADWP + Love Mexico**

*"Laura is a phenomenal speaker! She's an expert in her field, keeps her audience engaged and is able to directly incorporate questions and comments from attendees right into her presentation seamlessly. 5 stars!"*

**MICHAEL COOMBS  
President, ILEA Toronto**

## FEATURED CLIENTS

