

# ARISE

Shine and Live Inspired.  
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CATHY MACLAURIN  
MEDIA KIT



SPEAKING, MEDIA & THOUGHT LEADERSHIP

## CATHY *MacLaurin*

Reluctant influencer, speaker, psychologist, traveller. I accept limited brand commissions with aligned companies and am available for speaking opportunities worldwide.

I bring warmth, wit, and insight to speaking, panels, and media interviews. My goal: to make psychology relatable, inspiring, and deeply human.

*contact info:*

### COLLABS

cathy@ariseco.co

### EVENTS

cathy@ariseco.co

### PR/MEDIA

cathy@ariseco.co

### EMAIL

cathy@ariseco.co

*Our ideal partners value meaningful, human-centered storytelling - content that connects on a deeper emotional level, blending psychology, authenticity, and purpose to inspire action, not just transactions.*



RECENT COLLABORATORS

# Business Chics *Psychology Today* Happiness & Its Causes *UN Women* Wellbeing Magazine

International Speaker - Cathy has presented at The European Positive Psychology Conference in Iceland and Austria, Happiness & Its Causes, Australia and has performed at UN Womens IWD, Australia

REQUEST MEDIA KIT



## MY STYLE & EXPERTISE

Let's create something real — work that inspires, connects, and transforms. I collaborate with brands, organisations, and individuals who share a passion for authenticity, purpose, and human connection.

### Topics Include:

- ★ Meaning & purpose
- ★ Stress, burnout & boundaries
- ★ Women, identity & modern life
- ★ Reconnection & clarity
- ★ Storytelling for transformation



## ABOUT *my* AUDIENCE



AGE RANGE: *above 20's*

LOCATIONS: *South Pacific, The Americas,  
Mediterranean Europe*

DESCRIPTION: *primarily female*

FAVOURS CONTENT: *Psychology, Travel, Events*

PLATFORMS: *Facebook, Instagram, Youtube*

Our community is made up of soulful seekers - women who value purpose, authenticity, and growth. They're psychologists, creatives, and leaders drawn to meaningful living and heartfelt connection. Inspired by curiosity and courage, they know true success begins within - where wellbeing, purpose, and joy align.

“

KIND WORDS FROM PAST PARTNERS

“Working with Catherine is an inspiring, seamless experience. Her depth of psychological insight, storytelling flair, and genuine connection with her audience create magic — every collaboration feels authentic, purposeful, and deeply resonant.”

*- Heather with Cuyana*

## SPEAKING / EVENTS

Signature Talk: The Psychology of Empowerment

This keynote explores how self-awareness, purpose, and emotional wellbeing can spark profound personal and collective transformation. Through storytelling, science, and actionable insights, Catherine shows audiences how to lead with heart, live with intention, and create impact that lasts.





# COLLABORATIONS

Catherine partners with brands and organizations to create authentic, purpose-driven campaigns that inspire and engage. A standout example is her co-branded wellness initiative with Oprah Winfrey, blending psychology, storytelling, and actionable insights to empower audiences and spark meaningful change.

# PODCASTS

Catherine has been featured on podcasts such as The Inspire Me Podcast, The Happiness Lab, and The Soulful Leader, sharing insights on psychology, wellbeing, and purposeful living. Her conversations are thoughtful, engaging, and relatable — infused with the warmth, curiosity, and storytelling charm of Elizabeth Gilbert — giving listeners practical tools and inspiration to live more authentically and meaningfully.



SOUND LIKE WE'RE A FIT?

## Let's Tell Your Story.

Everyone has a story waiting to be discovered. Cathy helps you uncover your authentic voice, guiding you to express who you truly are — through talks, campaigns, or creative projects that inspire, connect, and empower both you and your audience.

Sent your request to ► [cathy@ariseco.co](mailto:cathy@ariseco.co)



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