

Yasmin London

Online Safety Expert, MC, Keynote Speaker & Media Commentator

As a former World Champion athlete and tenured police officer, Yasmin London's diverse background and unique depth of experience enables her to drive positive impact at scale in her current role as the Global Online Safety Expert and Brand Director, Qoria.



Through Qoria, Yasmin has had the incredible opportunity to impact over 25,000 schools, an astounding 20 million students and 5 million parents worldwide, guiding them on their digital journeys and empowering them to take control of their online lives.

Yasmin's 13 years of experience serving on the frontlines of the NSW Police Force, coupled with her background in technology and television presenting, uniquely positions her to deliver a powerful and innovative education experience for her audiences on Digital Resilience. She has collaborated with renowned corporations such as Microsoft, Johnson & Johnson, Lendlease, EY, Macquarie Group, Telstra, Citibank, TikTok and the University of Sydney, providing them with expert guidance and key insights in online safety.

Beyond her professional accomplishments, Yasmin has captivated audiences as Australia's beloved 'Dancing Cop,' gaining viral fame. Her contributions extend to writing for Kidspot, The Age, and Nine Honey, and making appearances on television programs like Channel 9's Today and Weekend Today Shows, and Channel 7's The Morning Show. Moreover, she is a sought-after commentator on Digital Resilience and online safety on education and parenting podcasts worldwide, where she offers practical and realistic advice on online safety, empowerment, and positive technology management.

Yasmin is also a mother of two young girls, and her impressive journey and vast expertise make true her commitment to them to help develop a generation of digitally resilient and empowered young people.

Yasmin's passion and commitment have touched the lives of countless individuals and organisations, making her an exceptional force driving positive change.

Yasmin London talks about:

EmpowHer - Building Digital Resilience for women in the workplace

Equipping organisations to safeguard and empower their female leaders online so they can lead with power and purpose.





Join Yasmin London, a globally recognised expert in digital resilience, for an impactful session where she will address the rise of online abuse and harassment, which disproportionately targets everyday women, and a high proportion of those with public facing or high profile roles such as business leaders, professional athletes, and journalists.

This session will shed light on the often invisible and overlooked impacts of online harassment, from its detrimental effects on employee mental health and wellbeing to its true consequence on peak performance and diversity & inclusion efforts for women across the workforce.

Yasmin will also unpack the ways online abuse undermines women's economic empowerment, through a phenomenon known as The Silencing Effect, which has a chilling impact on global diversity, equity, and inclusion efforts through the lens of women's self-censorship.

Looking towards the future, Yasmin will also explore what is on the horizon when it comes to online harms with emerging tech like augmented realities and new frontiers like the metaverse.

This 45-minute keynote is designed for workplaces that:

- See the need to build digital resilience in their people to future proof their workforces
- Address and promote inclusivity, empowerment and confidence in their teams
- Support positive mental health and wellbeing outcomes for their people
- Understand the current impacts the online world has on safety, productivity and the real responsibility of organisational governance to create safe work environments
- Want all staff to feel confident and supported in taking on leadership positions within their organisation

Participants will leave the session equipped to:

- Bust myths around resilience, and understand how to apply realistic and practical strategies to protect themselves in the digital world
- Understand the neuroscience behind toxic online behaviours and effective ways to mitigate harm personally &. professionally
- Identify their strengths and how to utilise them for positive outcomes
- Increase understanding of social and emotional skills, leading to greater feelings and sentiment in their own safety and overall wellbeing
- How to create and lead a culture of Digital Resilience in the workplace, building community and team connectedness.

Future Proofing Teens - How parents & caregivers can build resilience and support young people with online and offline risks

Parents and guardians are the first and most influential role models for the next generation, yet many feel uncertain about navigating the online world especially, amidst the ongoing governmenttech company regulation battles, and conflicting advice.

So, how as parents and caregivers, can we support our families?





Join Yasmin as she helps your work family lean in and overcome the fear of the unknown, equipping them with the practical knowledge and skills they need to guide the children in their lives through very real challenges they face in online environments.

In this dynamic and practical session, Yasmin provides families with the digital resilience and social-emotional insights necessary for success in the complex digital landscape.

Together, you will dive into essential insights on online safety, covering topics like:

- Emerging technologies and youth based behavioural trends on social media,
- Neuroscience behind negative online behaviours
- The latest research around establishing healthy screen time limits
- Dealing with online harms, reporting channels and incident management
- Navigating gaming platforms, and screen time recommendations
- · Creating a safe and secure online environment at home

This 45 -60 minute keynote is designed for workplaces who:

- Understand the power and influence of the online world on today's modern day family unit, and it's complex and ubiquitous nature for their people across work and home
- Are engaged and committed to being being a proactive, family friendly workplace
- Are working toward accreditation under the National Work & Family Standards Index
- Want to promote inclusivity, empowerment and confidence in their employees to support their wellbeing and that of their families
- Support positive mental health and wellbeing outcomes for their employees

Participants will leave the session equipped with:

- The latest research and strategies parents and guardians need to protect their children in the digital world
- Current legislative considerations as they relate to young people online
- Insights on key social media platforms and youth based behavioural trends
- Gaming management strategies
- Parental control tool recommendations
- Identification of personal strengths and communication strategies as parents, and how to utilise these skills to support positive outcomes for their families
- How to create a culture of Digital Resilience in their homes

Inclusive by Design - Strengthening Diversity through Women's Digital Resilience

Led by Yasmin, this experiential session presents a unique opportunity for your organisation to take concrete steps in enhancing Digital Resilience focused on women and minorities within your workplace. Transitioning from dialogue to actionable steps, Yasmin will collaborate with key staff to conduct discovery interviews, gathering insights into your workplace's current digital challenges and needs. These insights will inform a bespoke facilitated session where teams will convene to discuss implementation ideas and strategies





Yasmin's approach includes:

Pre-event Discovery Calls:

- Yasmin will conduct interviews with select staff to gather and summarise insights specific to vour business.
- Yasmin and her team will compile key provocations based on those insights for facilitated discussion

90-Minute Facilitated Session:

 Drawing from the information gathered, Yasmin will lead a dynamic and practical engagement session. Emphasising a strengths-based approach to developing digital resilience, she will guide participants towards tailored, high impact solutions specific to your workplace.

Organisations using this hands on approach achieve implementation, understanding, and tangible results, empowering their teams to address and navigate digital challenges faced by women and minorities. Additionally, addressing this often overlooked aspect in DE&I strategies, this session will develop a robust plan to enhance Digital Resilience within your organisation.

Safe and Empowered - Enhancing Digital Resilience in Schools

In this strategic session led by Yasmin, school leaders and their staff have a transformative opportunity to fortify their students' online safety and safeguarding measures. Shifting from discussion to actionable strategies, Yasmin will collaborate closely with school staff to conduct pre-event discovery interviews, delving into the current digital, pastoral and community challenges facing their students.

These insights will then lay the foundation for a tailored 90-minute facilitated session where participants will convene to brainstorm implementation ideas and strategies.

Yasmin's approach includes:

Pre-event Discovery Calls:

- Yasmin will conduct targeted interviews to gather and distil insights from select staff
- Yasmin and her team will gather essential insights to formulate key discussion points for facilitated sessions.

90-Minute Facilitated Session:

• Leveraging the gathered insights, Yasmin will lead an engaging and practical session. Emphasizing a strengths-based approach, she will guide participants toward customized quick-win solutions, designed specifically for their school environment.





This hands-on methodology ensures not only a deeper understanding but also tangible outcomes, empowering schools to effectively navigate the digital challenges their students face. By addressing this critical aspect often overlooked in safeguarding strategies, the session aims to cultivate a robust plan for enhancing Digital Resilience within each school community.

Testimonials

"Yasmin's approachable, confident and knowledgeable delivery of cyber security to our families at Lendlease was a great addition to our family friendly workshops. A pleasure to watch her in action, evident that her years of experience brings the content to life in an engaging way. Highly recommended for adult and child learning in cyber security and being safe online.

- Lendlease

You were truly inspiring today, Yasmin. As I said, I am absolutely in awe of the work that you do - the enormous importance of it is so obvious. On behalf of us all at Pinnacle and the Affiliates, thank you so much.

- Pinnacle Investment Management

"Yasmin is one of those women who lights up a room and delivers impact. She leans into the power of her learnings on the highway of life and empowers others through these key learnings.

- Powerful Steps

 $^{\prime\prime}$ An absolute pleasure and privilege to have you present to our boys and parents, Yasmin thank you. Our community is excited about our partnership with you.

- Knox Grammar School

"Not only does Yasmin present in an engaging manner to all students, but she also generously shares her knowledge with staff in a way that empowers us to be better educators. Yasmin's extensive knowledge of 'all things digital' enables us, and the parents in our community, to understand the pressures on adolescent girls in our ever-changing world. Over many years, our students and their parents have benefitted from her presentations and are able to navigate the cyber world more confidently due to her shared insights. Yasmin is extremely skilled and knowledgeable - I could not recommend her more highly.

- Kincoppal Rose Bay

"The energy and fun Yas brings to the events she hosts in one of a kind. We love how she has such depth when it comes to industry knowledge, and how she weaves that into the events she delivers with us.



- Australian Women In Security Awards

VIEW SPEAKER'S BIO ONLINE 3

VIDEO OF SPEAKER C