

• DIGITAL STRATEGY, WEBSITES, AI, TECHNOLOGY & IMPLEMENTATION

Making the digital side of business make a lot more sense.



265+
WEBSITES

8+ yrs
DIGITAL STRATEGY & DESIGN

Founder
ELLE HARRISON DESIGN STUDIO

Founder
ALVÉYA

Elle speaks about what happens in the space between knowing what your business should be doing and **actually making it happen.**



WEBSITE STRATEGIST • DESIGNER • SAAS
FOUNDER

Elle Harrison is a website strategist, designer, speaker and SaaS founder with more than eight years' experience helping businesses turn complicated ideas, offers and growth strategies into digital experiences that actually work.

As founder of Elle Harrison Design Studio, she has worked across more than 265 websites, combining strategy, messaging, copywriting, customer journeys, design and implementation.

She's also the founder of Alvéya, an all-in-one digital platform for natural and allied health practitioners, created after years of seeing the same problem: business owners were receiving good advice about how to grow, but struggling with the technology required to actually implement it.

Her sessions are practical, conversational and grounded in what she's seen working directly with hundreds of businesses.

No motivational monologue required.

AT A GLANCE

265+

WEBSITES

Strategy, messaging, copywriting, design and implementation across hundreds of businesses.

8+ yrs

EXPERIENCE

Working across website strategy, design and the digital side of service businesses.

Founder

ELLE HARRISON
DESIGN STUDIO

Founder

ALVÉYA

Speaker

Conference presenter, panellist, workshop facilitator and guest expert for business summits, industry events and mastermind programs.

Extended bio

Elle Harrison is a website strategist, designer, speaker and founder of Elle Harrison Design Studio and Alvéya.



For more than eight years, Elle has worked behind the scenes of service businesses, helping them turn what they do, what they know and where they're trying to go into websites and digital systems that make sense to the people using them.

Through Elle Harrison Design Studio, she has now worked across more than 265 websites. Her work spans strategy, messaging, copywriting, website architecture, design, SEO foundations and implementation, giving her an unusually broad view of how all the pieces of a business's digital presence actually fit together.

Elle's background also includes training and working in naturopathy, giving her particularly deep experience within natural and allied health, although her work today extends across established service businesses more broadly.

It was through years of working with practitioners that she kept seeing the same problem.

Practitioners would invest in mentors, courses and programs and leave knowing they needed a lead magnet, email sequence, funnel, better website, booking system or nurture strategy.

Then came the considerably less exciting question:

How do I actually build all of that?

That implementation gap eventually led Elle to found Alvéya, an all-in-one digital platform for natural and allied health practitioners.

It's also representative of the way Elle approaches speaking.

Rather than talking only about what businesses should be doing, she focuses on what matters, how the pieces fit together and what people can actually do next.

01

From strategy to actually doing the thing

The implementation gap nobody puts on the strategy slide.

You've got the strategy.

Excellent.



Now somebody has to build the landing page, connect the form, write the emails, configure the automation, integrate the booking system and work out why two pieces of software that both promised "seamless integration" are currently refusing to acknowledge each other's existence.

This session explores why perfectly good business and marketing strategies so often stall at implementation and how businesses can build digital ecosystems that make execution easier rather than creating another twelve things for the to-do list.

Elle explores how to translate strategy into an actual customer journey, what technology businesses genuinely need at different stages and how to identify the points where implementation is getting in the way.

IDEAL FOR

Business conferences, mentoring programs, memberships, masterminds, retreats and professional communities.

02

Your website isn't an island

What your website actually needs to do in the wider customer journey.

Your website doesn't exist in a lovely little internet vacuum.

Someone might discover you through Google, hear your name from a friend, watch three months of your content, download something, join your email list, disappear for six weeks, come back, read your About page and finally book.

The website is one part of that journey.

This session explores how websites, search, social media, lead generation, email marketing, bookings, nurture and customer experience work together, and what happens when they don't.

Because sometimes the problem isn't that you need another marketing tactic.

It's that the things you've already built aren't talking to each other.

IDEAL FOR

Service businesses, entrepreneurs, industry associations, mentoring programs and established business communities.

03

Your business can be complex. Choosing you shouldn't be.

Turning everything you know into something your customers can actually understand.

Businesses naturally become more complicated as they grow.

More services. More audiences. More expertise. More offers. More ideas. More things someone once decided absolutely needed to be on the homepage.

Excellent.

Your customer's job isn't to untangle all of that.

This session explores how to turn a complex service business into a clear digital experience that helps the right people understand what you do, whether it's relevant to them and what they should do next.

Elle covers messaging, website structure, customer journeys and the surprisingly difficult art of deciding what not to say.

CORE THESIS

*Because adding
another paragraph
isn't always the
answer.*

Unfortunately.

IDEAL FOR

Established service businesses, consultants, professional services, creatives, health businesses and business communities.

04

AI without outsourcing your brain

Using AI to make business easier without making your business sound like everybody else's.

AI can save an enormous amount of time.

It can also produce an enormous amount of very polished nothing.



This session looks at how business owners can use AI practically across content, marketing, website copy, research, customer communication, systems and workflows while retaining the judgement, expertise and personality that made people want to work with them in the first place.

Elle explores where AI is genuinely useful, where human judgement still matters and how to use it as a tool rather than quietly handing over responsibility for thinking.

No requirement to "unlock the power of AI". Promise.

IDEAL FOR

Conferences, business communities, professional development, memberships, retreats and teams navigating practical AI adoption.

Ways we can work together

01	Keynotes & Conference Talks	Practical, engaging presentations tailored to the event theme and audience, with a strong emphasis on useful ideas people can take back into their businesses.
02	Interactive Workshops	Longer sessions where we can move beyond theory and work through strategy, customer journeys, websites, technology, AI or implementation together.
03	Hot Seats & Live Reviews	Bring the website, funnel, customer journey or digital problem and we'll work through it live. Hot seats are particularly well suited to masterminds, retreats, memberships and smaller business events where attendees can receive direct, practical feedback on what they're actually working on. They also give the wider room the opportunity to learn from a real business rather than another hypothetical example involving a fictional company called Acme Consulting.
04	Retreat Co-Facilitation	For retreats that need more than a guest speaker dropping in for an hour. Elle can work alongside the host to facilitate sessions across digital strategy, websites, messaging, customer journeys, AI, technology and implementation, while also helping attendees turn the broader strategies they're learning throughout the retreat into practical next steps. The format can combine teaching, discussion, exercises, hot seats and hands-on implementation depending on the retreat.
05	Panels & Expert Discussions	Available for panels and expert conversations covering websites, digital strategy, AI, technology, marketing implementation, service businesses and the realities of building and growing a business online.
06	Masterminds, Memberships & Private Communities	Guest expert sessions tailored to complement an existing program, curriculum or mentoring framework. Rather than introducing an entirely separate strategy for everyone to go home and worry about, Elle can work with the host to identify where her expertise best supports what members are already learning.

Already teaching them the strategy?

I'll help make the digital bit make sense.

Many of Elle's speaking engagements sit within mentoring programs, memberships, professional communities and industry events where the audience is already learning how to build a better business.

The role isn't to replace what the mentor or organisation is teaching.

It's often to bridge the gap between the strategy and the practical digital implementation of it.



01 That might mean helping an audience understand how their website fits into the marketing strategy they've been developing.

03 It might mean figuring out what technology they actually need.

02 It might mean mapping the customer journey from lead magnet to email nurture to booking.

04 Or it might involve putting someone's website on screen and working out, live, why nobody can find the thing they're trying to sell.

Sessions can be tailored to the audience, industry and existing curriculum so the digital component supports the broader program rather than competing with it.

Make it clear. Make it practical. Give people something useful to do next.

Who Elle speaks to

01

Small business & entrepreneurship

Founders and established business owners navigating growth, digital strategy, technology and implementation.

02

Service businesses

Consultants, creatives, professional services, health businesses and other expertise-led businesses.

03

Industry associations

Conferences, professional development programs, member education and industry events.

04

Mentoring programs & memberships

Guest expert sessions designed to complement the business and marketing strategies members are already learning.

05

Natural & allied health

An area where Elle has particularly deep experience through her previous background in naturopathy, years designing for the industry and the subsequent creation of Alvéya.

Natural health remains a significant area of expertise without defining the boundaries of Elle's broader work with established service businesses.

PREVIOUS SPEAKING

Elle's previous speaking and industry education includes:

Natex Conference 2024

Panellist, discussing technology and strategy for health practitioners.

ATMS AGM

Presenter at the Australian Traditional Medicine Society AGM on building a standout practitioner website.

Summits & masterminds

Invited speaker across business summits and mastermind programs, presenting on website strategy, brand positioning and AI in business.

Useful enough to take notes. Human enough to keep people awake.

Elle's sessions are practical, conversational and grounded in what she's actually seen working with businesses.

Expect real examples, clear explanations and useful next steps rather than abstract theory.

She brings the perspective of someone who is still actively doing the work: strategising websites, solving digital problems, building technology and seeing firsthand where business owners get stuck.

The aim isn't for an audience to leave thinking:

"That was inspiring."

And then never think about it again.

The aim is for them to understand something differently and know what they're going to do with it.

MC INTRODUCTION

TO BE READ ALOUD

Our next speaker is Elle Harrison, a website strategist, designer and founder who has spent more than eight years working behind the scenes of service businesses.

Through Elle Harrison Design Studio, she's now worked across more than 265 websites, helping businesses turn increasingly complicated offers, ideas and customer journeys into digital experiences that actually make sense.

She's also the founder of Alvéya, an all-in-one digital platform she created after repeatedly seeing natural and allied health practitioners receive great advice about growing their businesses, only to get stuck trying to implement it across an increasingly complicated collection of technology.

Today, Elle brings those worlds together, speaking about websites, digital strategy, AI, technology and the gap between knowing what you should do and actually making it happen.

Please welcome Elle Harrison.

Event information

Elle is available for in-person and virtual engagements including conferences, workshops, retreats, panels, masterminds, memberships, professional development programs and private business communities.

Sessions can be adapted to suit the audience, event format and existing curriculum.

For tailored workshops, hot seats, retreat co-facilitation and mentoring programs, Elle can work with the host before the event to understand what attendees are already learning and where her expertise will be most useful.

AV requirements

For in-person presentations, please provide:

01 Presentation screen or projector suitable for slides and live website demonstrations where required

02 HDMI or appropriate connection to the presentation system

03 Reliable internet access where the session includes live digital demonstrations

04 Wireless lapel or headset microphone for larger rooms

05 Presenter confidence monitor where available for larger conference presentations

06 Handheld microphone for audience questions where appropriate

Specific technical requirements can be confirmed once the presentation format and venue are known.

For virtual presentations, platform access and any technical requirements can be confirmed with the event organiser before the session.

Speaker bios

Ready to copy into programs, event pages and promotional material.

50-WORD BIO

Elle Harrison is a website strategist, designer, speaker and SaaS founder with more than eight years' experience helping businesses make sense of the digital side of growth. After working across 265+ websites, she also founded Alvéya, bringing together her experience in strategy, technology and the realities of actually implementing both.

100-WORD BIO

Elle Harrison is a website strategist, designer, speaker and founder of Elle Harrison Design Studio and Alvéya.

Over more than eight years and 265+ websites, Elle has worked behind the scenes of service businesses to turn complex ideas, offers and growth strategies into websites and digital systems people can actually understand and use.

After repeatedly seeing the gap between the advice business owners were receiving and the technology required to implement it, Elle founded Alvéya, an all-in-one digital platform for natural and allied health practitioners.

She speaks about websites, digital strategy, AI, technology and turning good ideas into things that actually work.

The extended bio is on page 03.

Promotional assets

High-resolution headshots, speaking photography and Elle Harrison Design Studio brand assets are available for event promotion.

Alvéya brand assets can also be supplied where Alvéya is relevant to the session or speaker introduction.

Please use the supplied speaker biography without materially changing Elle's credentials or business descriptions.

BOOKING & AVAILABILITY

Got a room full of people? I can probably talk to them.

For conferences, workshops, retreats, hot seats, panels, mentoring programs, memberships and professional development, get in touch with details of your event, audience and what you'd like them to leave understanding.

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Elle Harrison • Elle Harrison Design Studio

SPEAKING • WORKSHOPS • HOT SEATS • RETREAT CO-FACILITATION • PANELS • MENTORING PROGRAMS • MEMBERSHIPS