NATASHA HATHERALL
Tash
ENTREPRENEUR- PUBLICIST- SPEAKER

Meet **Natasha Hatherall**

Natasha Hatherall (Tash) is a leading voice in marketing, communications and storytelling across the UAE, GCC and UK - known for building brands that connect, not just communicate.

As Founder & CEO of The TishTash Group, she has spent 14 years creating a self funded, people-first communications network designed to drive real impact through community, content and human connection.

With over 25 years in media and marketing, Tash's approach is grounded in one belief: the most powerful brands are built on honesty and connection, not hype. Her work spans luxury, lifestyle, wellness and corporate sectors - creating campaigns that don't just get seen, but are felt, remembered and that drive real change.

Her voice was shaped during the pandemic, where her daily "COVID diary", sharing the raw reality of business and life, resonated widely, won industry recognition, and redefined her path as a founder who speaks openly on topics many avoid.

She has since received multiple industry accolades, including GCC PR Leader of the Year, and recognition as one of the region's top female leaders, reflecting both her commercial impact and influence.

Today, she is a trusted voice for founders, brands and women, known for her ability to cut through noise, challenge norms, and bring clarity, truth and emotional connection to communications, brands and workplaces. .

ENTREPRENEUR | PUBLICIST | SPEAKER

tashhatherall.com

Speaker | Host | Moderator

Tash Hatherall is known for bringing a rare mix of honesty, commercial insight and real-world perspective to every stage she steps on.

Her style is direct, human and engaging, cutting through surface-level conversations to explore what's really happening in business, leadership and communications today. She speaks openly about topics many avoid - from navigating uncertainty and tough decisions, to building brands and communities that genuinely connect in a crowded, fast-moving world.

Whether delivering a keynote, moderating a panel or hosting an event, Tash creates conversations that are relevant, thought-provoking and grounded in reality - leaving audiences with clarity, perspective and practical takeaways. She is available for keynotes, panels, fireside chats and event hosting across the GCC and internationally.

Topics include:

- Leadership in uncertain times
- The reality behind building and scaling a business
- Authentic storytelling and cutting through noise
- The future of PR, influence and community
- Women in business and finding your voice
- Designing workplaces so women can thrive

What sets her apart:

She doesn't just speak about business - she's living it, in real time and with emotion.

tashhatherall.com

DELIVER MIDDLE EAST

seamless MIDDLE EAST

Emirates EMIRATES AIRLINE FESTIVAL OF LITERATURE

Female Fusion

WILD

PROFESSIONAL beauty

travel counsellors

TiE DUBAI

Partnerships & Collaborations

Tash partners with a select number of brands that align with her values of authenticity, creativity and meaningful impact.

With a strong and trusted presence across the GCC's communications and business landscape, Tash has built a personal brand rooted in honesty, leadership and real-world experience. Her platform sits at the intersection of business, leadership and lifestyle, offering a credible and engaged space for brands to connect with a high-value audience.

She is known for sharing real, unfiltered perspectives -from the realities of running a business to broader conversations around leadership, finance, property, interiors, health, wellbeing and modern life. This consistency and openness has built a loyal and highly engaged following of founders, professionals and industry leaders.

What to Expect

A considered, high-quality collaboration that prioritises authentic storytelling and genuine alignment.

Tash works closely with brands across:

- Thought leadership and content partnerships
- Speaking engagements and event hosting
- Social media collaborations
- Brand storytelling and strategic campaigns

Shark | NINJA

sauce

Rodial

CORNERSTONE CLINICS

ROAR

Forus.

> *Every collaboration is designed to feel natural, relevant and impactful - not transactional.*

Audience & Impact

Tash's platforms reach a highly engaged, commercially valuable audience across the GCC and UK - built on trust, consistency and real connection.

Her content resonates with individuals who are not just consuming, but leading, influencing and making decisions - both professionally and personally.

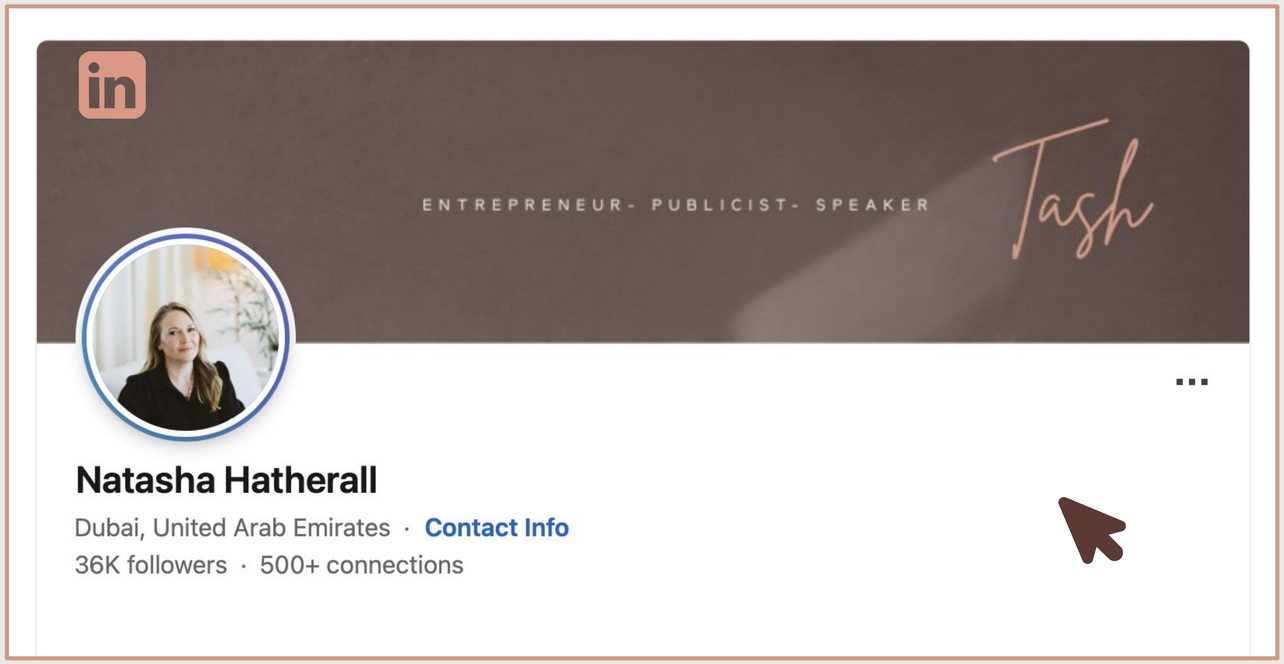
A highly engaged community of:

- Founders, entrepreneurs and senior professionals
- Marketers and decision-makers across the GCC and UK
- Predominantly women aged 25- 50
- Strong interest in business, leadership, lifestyle, health and wellness

Impact

- Trusted voice within the communications and business community
- Strong engagement driven by honest, relatable and real-time content
- Ability to influence both brand perception and purchasing behaviour
- Consistent connection with an audience that values authenticity over promotion

> *This is not just reach - it's relevance, trust and influence*



Rate Card - *Indicative, depending on brief*

Speaking & Hosting

Keynote Speaker: AED 10,000 - 25,000

Panel Participation: AED 6,000 - 15,000

Event Hosting / MC: AED 8,000 - 15000

Fireside Chat / Moderation: AED 8,000 - 20,000

Brand Collaborations & Content

Single LinkedIn Post: AED 4,000 - 6,000

LinkedIn Campaign (3–5 posts): AED 10,000 - 20,000

Instagram Post: AED 5,000 - 10,000

Instagram Story Set (3–5 frames): AED 2,000 - 6,000

Cross-platform package (LinkedIn + Instagram): From AED 6,000

FOR BOOKINGS & MORE INFORMATION:
LAURA@TISHTASH.COM

Thought Leadership & Content Creation

Article / Opinion Piece (ghostwritten or authored): AED 6,000 – 12,000

Brand storytelling / messaging input: From AED 12,000

Founder-led campaign concept & advisory: From AED 20,000

Events & Brand Experiences

Event Attendance (guest + content): AED 6,000 – 15,000

Brand Event Integration (host + content + amplification): From AED 20,000

Community Activation (via TishTash ecosystem): From AED 12,000

Consulting & Advisory

Strategy Session (2–3 hours): AED 12,000

Monthly Advisory Retainer: From AED 20,000

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