

Adam Franklin

AI KEYNOTE SPEAKER

AI that does the real work.

I show your room how AI gets the real work done. The actual work, beyond the hype.

Adam Franklin is an Australian AI keynote speaker and the Wiley bestselling author of **Web Marketing That Works**. He has delivered 250+ keynotes and workshops over 21 years for professional services conferences and associations. He keeps it practical. The room leaves with prompts and workflows they use on Monday.

250+

KEYNOTES & WORKSHOPS

21 years

ON CONFERENCE STAGES

Wiley

BESTSELLING AUTHOR

230

GOOGLE REVIEWS

KEYNOTE TOPICS

AI for Professionals: add 10 hours a week

FLAGSHIP

The signature keynote, also delivered as an industry-specific session for accounting, broking, legal, property, advice and wealth audiences.

AI-Powered Marketing & Social

How professionals use AI to stay visible and win work, without adding hours to the week.

AI Workshop: set up AI in a day

A hands-on half or full day for 10 to 50 people. Teams leave with AI working on their own files.

WHAT YOUR ROOM GETS

THE ROOM DISCOVERS

- The AI use cases that matter most in their industry, from client correspondence and file preparation to the reports that fill their week.
- How to train AI to handle a piece of work the way their firm already does it, so tasks that take hours come back in minutes.
- Where to take AI next when their teams already use it for meeting notes.

THEY WALK AWAY WITH

- A prompt and workflow pack built for their industry, ready to use at their desk.
- A clear sense of how to apply AI safely, with sensible lines around client confidentiality and what to check before relying on it.

Every session is platform agnostic. It works with whatever AI tools your audience already uses, whether that is Copilot, ChatGPT, Claude or Gemini.

“

Adam is a great conference speaker, a tremendous bloke and a genuine expert in what is a critical medium for business.

Brett Kelly · CEO, Kelly+Partners · Bestselling author

“

He effortlessly keeps the crowd engaged while passing on deeply valuable content. Fly, drive, move cities to see this guy.

Marty Wilson · Speaker, comic & bestselling author

Seen on stages like Better Business Summit · Broker Innovation Summit · AREC · PMX · Forward Fest · The Adviser

A FEW DETAILS

- Based on the Sunshine Coast, QLD. Adam speaks Australia-wide and internationally.
- Every session is tailored to the industry, the audience and its compliance reality.
- Keynotes from \$10,000 +GST. Breakouts from \$8,000 +GST. Travel is quoted on top.
- Booking is simple. Send your date and audience, and Adam will confirm availability and tailor an outline for your event.



Lock in your date

Conference season fills quickly. Adam will hold your date while your committee decides.

adamfranklin.com.au/contact

0424 329 132

adam.franklin@bluewiremedia.com.au