



ADAM FRANKLIN · AI KEYNOTE SPEAKER

AI Keynote Speaker for Professional Services

Practical AI keynotes for conferences and associations. Your room
leaves with tools, not predictions.

Speaker kit · August 2026 · adamfranklin.com.au

The short version.

Adam Franklin is an Australian AI keynote speaker and a Wiley bestselling author. For 21 years he has helped professionals put new tools to real work, first through digital marketing and now through AI. He is practical, not a futurist. The room leaves with practical AI resources they put to work on Monday.

SHORT BIO, READY TO PASTE

Adam Franklin is an Australian AI keynote speaker. For 21 years he has helped professionals put new tools to real work, first through digital marketing and now through AI. He has delivered 250+ keynotes and 100+ workshops. He is the lead trainer for AI Edge and the author of Web Marketing That Works, an Amazon #1 bestseller published by Wiley.

FULL BIO, READY TO PASTE

Adam Franklin is an Australian AI keynote speaker and AI advisor. He co-founded Bluewire Media in 2005 and has spent 21 years helping professionals put new tools to real work, first through digital marketing and now through AI. He is the author of Web Marketing That Works, an Amazon #1 bestseller published by Wiley, and his templates have been downloaded more than a million times.

He has delivered 250+ keynotes and 100+ workshops across Australia, Asia, Europe and the US, at events including the Better Business Summit, the Broker Innovation Summit, AREC, PMX and The Adviser. He is practical, not a futurist. Plain English, real examples, and industry-specific AI resources every attendee can put to work straight away.

Adam is the lead trainer for AI Edge, an AI program built for professional services firms, and the creator of the Leverage Yourself methodology and the AI Business Brain Template. He is based on the Sunshine Coast, Queensland, and speaks nationally and internationally.

AUDIENCES

Accounting and advisory

Financial advice and wealth

Mortgage, finance and insurance broking

Legal

Property and real estate

Medical and veterinary

Industry associations and conferences

250+

Keynotes

100+

Workshops

21 years

On conference stages

230

Google reviews

What Adam speaks about.

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 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.

FORMATS

01 Keynote

Main-stage session, 45 to 60 minutes. Sets the thinking and sends the room away with prompts.

02 Breakout

A focused concurrent session for a practice stream. Shorter, smaller room, same practical punch.

03 Workshop

Hands-on, half or full day. The room leaves with AI installed and running.

04 Virtual

The same session delivered over Zoom or Teams. Suits distributed teams and hybrid events.

WHAT YOUR ROOM GETS

THE ROOM DISCOVERS

- The AI use cases that matter most in their industry, from client correspondence 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

- Practical AI resources built for their industry, ready to put to work at their desk straight after.
- A clear sense of how to apply AI safely, with sensible lines around client confidentiality.
- Tools they already have. Adam is platform agnostic, so nobody leaves needing to buy something.

Why program chairs book Adam.

Platform agnostic

Adam works with whatever AI tools the audience already has, so nobody leaves needing to buy something. Sessions are tailored to the industry, the audience and its compliance reality.

Entertaining and interactive

Adam works the room rather than presenting at it, and audiences lean in.

WHAT EVENT HOSTS SAY

"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

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

Marty Wilson, Speaker, comic and bestselling author

"His content and presentation style is fantastic. You can't go past that."

Susie Christie, MD, Global Speakers & Entertainers

"Adam seduced his audience."

Andrew Buchanan, Corporate MC and presenter

230 Google reviews.

IN THE PRESS

Forbes · Entrepreneur · The Australian · Sydney Morning Herald · The Age · BRW · Smart Company · HubSpot

Full press record at adamfranklin.com.au/press

AWARDS JUDGING, SEVEN NATIONAL PANELS

Australian Accounting Awards · Australian Broking Awards · Better Business Summit Awards · Optus My Business Awards · Real Estate Business Awards · Women in Real Estate Awards · Young Leaders in Finance Awards

PUBLISHED

Author of Web Marketing That Works, an Amazon number one bestseller published by Wiley. Named across three editions of David Meerman Scott's global bestseller The New Rules of Marketing & PR. His templates have been downloaded more than a million times.

250+ keynotes and 100+ workshops.

Across Australia, and internationally in India, Spain, South Korea, Thailand and the United States.

2026	Better Business Summit national roadshow, five cities. FWD Fest, Sunshine Coast. AI Edge masterclasses.
2026	Booked: Be Property, Brisbane. AFG Next, Melbourne. Resolve Finance. Oreana, Gold Coast.
2025	AI Edge masterclasses for accountants and brokers, Sydney. Broker Innovation Summit, Melbourne. PMX Conference, Sydney. Morgans Financial Adviser Conference, Brisbane.
2024	The Adviser, Melbourne and Sydney. MAVCON, Gold Coast. BDM Summit, Melbourne.
2023	Re-Edge, Melbourne.
2022	AREC, Gold Coast. Clubs Queensland, Brisbane. PCOA, Hobart.
2020-21	Barry Plant Real Estate workshop series. Matrix / ClearView PD conference. Edwards Lifesciences. RE/MAX. Valuable Business Conversations.
2012-19	Better Business Summit, FBAA, PLAN Australia, Aussie Home Loans, The Adviser, REB, RP Data, Ray White, Belle Property, Cushman & Wakefield, Coronis, Capstone Financial, Guardian Advice, Asteron Life, REI Super, Clubs NSW, Foodservice Australia, Cancer Council Queensland, QML, Toyota, Sensis, CeBIT and Brisbane Grammar School.
Overseas	Content Marketing World, Cleveland. Harbour Space University, Barcelona. World Startup Expo, Bangalore. ICTT, Kerala. Goldwells KAO, Koh Samui. WACS World Chef Conference, Daejeon. Guardian Advice, Hawaii.

The full list, every event from 2012, is at adamfranklin.com.au/clients

Easy to work with, by design.

FEES

Keynote from \$10,000 +GST · **Breakout** from \$8,000 +GST · **Workshop** priced on format · **Virtual** by arrangement

Plus travel and accommodation.

Travel

Adam travels from the Sunshine Coast, Queensland. He flies economy within Australia and New Zealand, and business class on international flights beyond. Travel and accommodation are quoted with the booking so there are no surprises.

AV

Adam keeps this simple. He can present from his own laptop at the lectern, or supply slides in advance to run from your AV desk, whichever suits your setup. Standard microphone and clicker from your AV team are fine. He confirms the details with your production crew on the briefing call.

Lead time

Most events book around six months ahead for prime dates. One to two months is the practical minimum, so it is always worth asking. Adam will hold your date while your committee decides.

Photos and video

Hi-res photography, both bios and this kit are at adamfranklin.com.au/event-resources. Talk footage is at adamfranklin.com.au/watch.

FOR YOUR MC

Today's speaker has spent 21 years helping professionals put new tools to real work, first through digital marketing and now through AI.

He's delivered more than 250 keynotes and 100 workshops.

He's practical, not a futurist. He's honest about where AI helps and where you truly need humans.

Along the way he's written Web Marketing That Works, an Amazon number one bestseller published by Wiley, and his templates have been downloaded more than a million times. His work has been featured in Forbes, Entrepreneur, The Australian and the Sydney Morning Herald.

Today he's going to show us how AI gets the real work done. Practical, plain English, and ready to use on Monday.

Please welcome, Adam Franklin.

Adam tailors the final line to your event on the briefing call.

BOOK ADAM

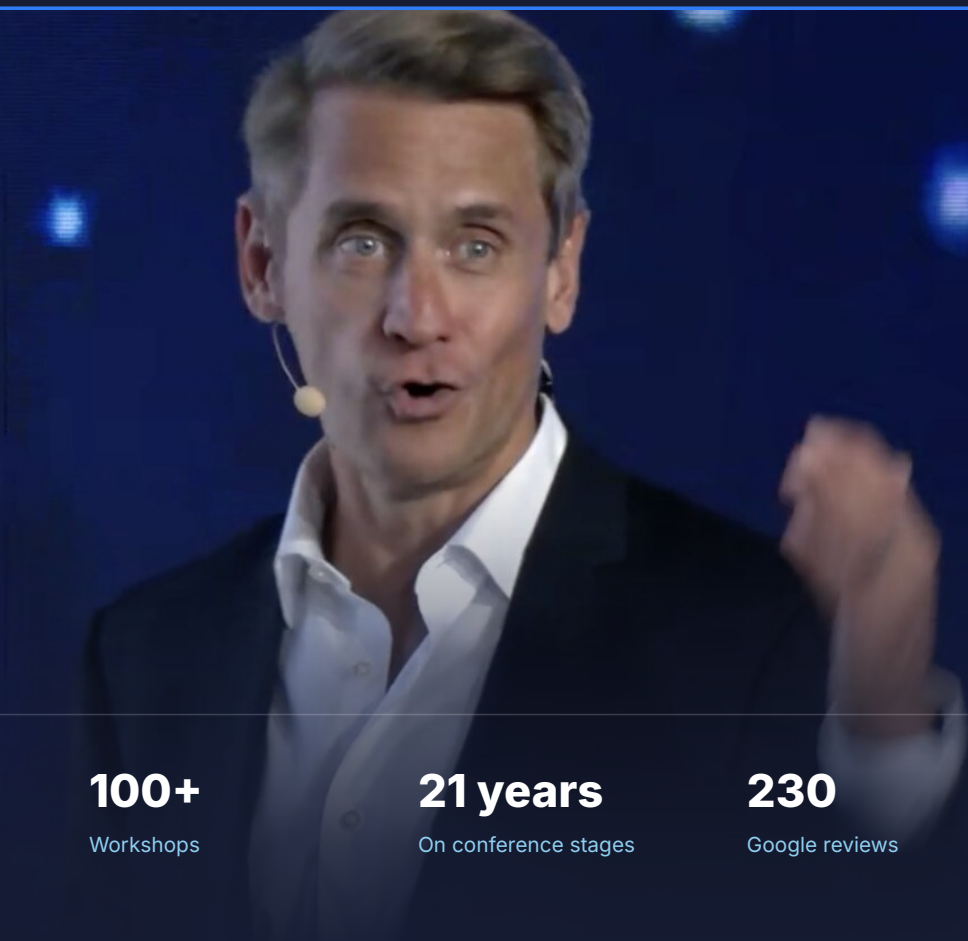
Check Adam's availability.

Send your date and he will come back to you directly. He will hold it while your committee decides.

adamfranklin.com.au/contact

0424 329 132

adam.franklin@bluewiremedia.com.au



250+

Keynotes

100+

Workshops

21 years

On conference stages

230

Google reviews

Keynote from \$10,000 +GST · Breakout from \$8,000 +GST · Workshop priced on format