

mccrindle SPEAKERS

Keynote presentations • Strategy workshops • Boardroom briefings



A S H L E Y F E L L

S O C I A L R E S E A R C H E R

T R E N D S A N A L Y S T

Team Leader of Communications

S O C I A L R E S E A R C H E R

ASHLEY FELL

Ashley Fell is a social researcher, TEDx speaker and Head of Communications at the internationally recognised McCrindle. As a trends analyst and media commentator she understands how to effectively communicate across diverse audiences.

From her experience in managing media relations, social media platforms and content creation, Ashley advises on how to achieve cut through in message-saturated times. She is an expert in how to communicate across generational barriers.

In addition to delivering keynote presentations at conferences, Ashley is booked to conduct training days for corporate and not-for-profit clients, facilitate panels across an array of industries and deliver workshops across diverse generations. From generational change to responding to technological disruption, from key demographic transformations to social shifts, Ashley delivers research-based presentations dealing with global and national trends.

With academic qualifications in communications, an ongoing role in managing the deployment and visualisation of national research studies, and with her position leading the communications strategy at McCrindle, Ashley brings robust, research-based and experienced content to her engaging presentations and consulting.



Ashley is an excellent, engaging presenter. Her presentation was very relevant and well presented. It had lots of information, was very well delivered and it all made sense.

C I T Y O F P O R T P H I L L I P

KEYNOTE & WORKSHOP TOPICS



The presentation was very well presented with a clear and concise background knowledge.

The audience were all impressed with Ashley and one comment received was "Thank you for organising this guest speaker, I have a much better understanding now".

G I R L G U I D E S
N S W / A C T

- **The millennial workforce**

Creating culture, purpose and impact when attracting and retaining millennials in the workplace

- **Digital communications for changing times**

Thriving in the screenage and engaging with online communities

- **Generation Z customers: Understanding these global consumers**

Connecting motivating and engaging the emerging generations

- **Gen Z defined**

The 5 key factors to understanding and engaging with this global generation

- **The new world of work**

Understanding the emerging workforce, adapting to the new workplace

- **Bringing research data to life**

How to connect and communicate in changing times

S P E A K E R T O P I C S

The millennial workforce

Creating culture, purpose and impact

Generations Y and Z will soon comprise more than half of the workforce and so understanding their preferred way of work is essential for effective engagement. In this session Ashley will give an overview of creating an engaging culture for a multigenerational workforce.

Digital communications for changing times

Thriving in the screenage and engaging with online communities

In an era of message-saturation, the challenge for organisations is to deliver quality content that will get cut-through. In this session, Ashley Fell, who leads the communications strategy at McCrindle, will share the latest research findings into media consumption, emerging technologies and the key influences on decision-making. She will define the elements of effective communication, means to maximise retention, and the trends in online communities.

Generation Z customers: Understanding these global consumers

Connecting, motivating and engaging the emerging generations

In this session based on the latest McCrindle generational and consumer research, Ashley will share an overview of Generation Z, what defines them, why they are the key brand influencers, and how to best engage with them. This session will deliver a demographic, economic and social snapshot of the under 25's and give insights into how to effectively connect with these ever-changing consumers.



S P E A K E R T O P I C S

Gen Z defined

The 5 key factors of this global generation

There are 4.6 million reasons to engage Generation Z, the students of today and university graduates, employees and consumers of tomorrow. They are truly the 21st century generation, with the whole of their formative years lived in this century. They are mobile, digital, global, visual and social. Their lives are post-lifestage, their learning is post-linear and their careers post-structural. In this session Ashley will outline how to best engage with the most formally educated, technologically literate and materially endowed generation in history.

The new world of work

Understanding the emerging workforce, adapting to the new workplace

Over the last couple of years the world of work has undergone a massive transformation. From portfolio careers to teleworking, from the gig-economy to the growth of the start-up culture. How, where and why we work has significantly changed. This session looks at how to recruit, retain, manage and train top talent, and how to create a workplace culture and engage a diverse workforce to bring about greater productivity and engagement.

Bringing research data to life

How to connect & communicate in changing times

For the emerging generations who would rather watch a video explaining something than read an article, and for a busy, easily distracted business audience, you need your data to tell a story, to move, to engage. McCrindle are internationally regarded for their visual communications, from infographics to animated videos and web-based storytelling. As Team Leader of Communications, Ashley manages these strategies and in this session, will highlight how to communicate important information in visual ways, and how to effectively transform your data into a story.



IN THE MEDIA



Brilliant! It was very well received, we have had a lot of positive feedback.

DAREBIN CITY COUNCIL

Pitched exactly at the right level and very engaging.

THE AGENCY FOR CLINICAL INNOVATION

Incredibly well received, great content.

MILLENNIALS MARKETING CONFERENCE



Thanks for your help in facilitating the session Ashley, it was spot on for our audience and the tone that we wanted to set.

GREEN CROSS HEALTH

CLIENTS



A huge thank you to Ashley, it was a pleasure working with you and hope we get to work together again in the very near future!

ERNST & YOUNG

mccrindle SPEAKERS



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Ashley's presentation was of an extremely high calibre. Ashley was able to convey information in an engaging manner that captured, and maintained the attention of the audience for the duration of the presentation. The presentation itself was very well aligned with the brief, covering all aspects of urbanisation and migration comprehensively.

W A V E R L E Y C O L L E G E

We were incredibly impressed with Ashley and the presentation she did and believed there was real relevance to our operations.

T E C - N O

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