

Ashley Fell Speaker Pack

Demographer and Futurist





Meet Ashley Fell, your next speaker

Ashley Fell is a demographer, social researcher and generations futurist.

With over a decade in social research and the author of two books, Ashley translates complex insights into practical strategies that drive engagement, alignment, and action.

She brings personality, humour and inspiration to the stage, sharing insights that are engaging, relevant, and tailored to each audience.

**Social
Researcher.
Futurist.
Generational
Expert.**

Booked to speak at 50+
conferences each year.



Captivating keynotes

Engaging topics that inspire action

Don't see a topic here that resonates? Ashley can tailor keynotes for your event and audience.

The future of work

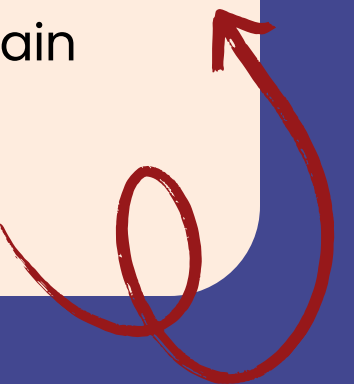
The future of work is being reshaped by generational change, evolving expectations and rapid advances in technology, including AI. In this keynote, Ashley unpacks how these forces are transforming the way we work, lead and collaborate. Drawing on the latest research and real-world insights, Ashley explores how we can harness technology while keeping trust, wellbeing and human connection at the centre of work.

The future consumer

The future consumer isn't just younger - they're more values-driven, digitally fluent and change-weary than any generation before. In this keynote, Ashley explores how generational experiences, economic pressure and cultural change are transforming consumer behaviour - and how to design products, services and experiences that resonate in a fast-moving future.

Leading an intergenerational workforce

For the first time in history, five generations are working side by side - each shaped by different experiences, expectations and definitions of success. In this keynote, Ashley explores how generational diversity is reshaping talent attraction, engagement and retention. It will equip leaders with practical strategies to build inclusive cultures that attract great talent, retain high performers and unlock the strengths of every generation.



See Ashley in action



Ashley
Fell

SOCIAL RESEARCHER · FUTURIST · GENERATIONAL EXPERT

Why book Ashley?

Interactive experiences for every audience

- **50+ keynotes a year** – Ashley has been keynote speaking for 10 years.
- **Customised content** – For your audience and industry.
- **Pre-event briefing** – To ensure content, tone and event alignment.
- **End-to-end support** – Before, during and after your event.
- **Internationally renowned** – Has spoken in 12 countries across the globe.
- **Generational expert** – She can tell you what your team, your customers, and even your kids are thinking ... probably before they do.
- **Media regular** – Ashley's insights have appeared on TV, radio, and major publications across the world.
- **Professional storyteller** – She turns data, trends, and research into stories that stick, inspire, and even make you laugh.
- **Practical takeaways** – For immediate application.

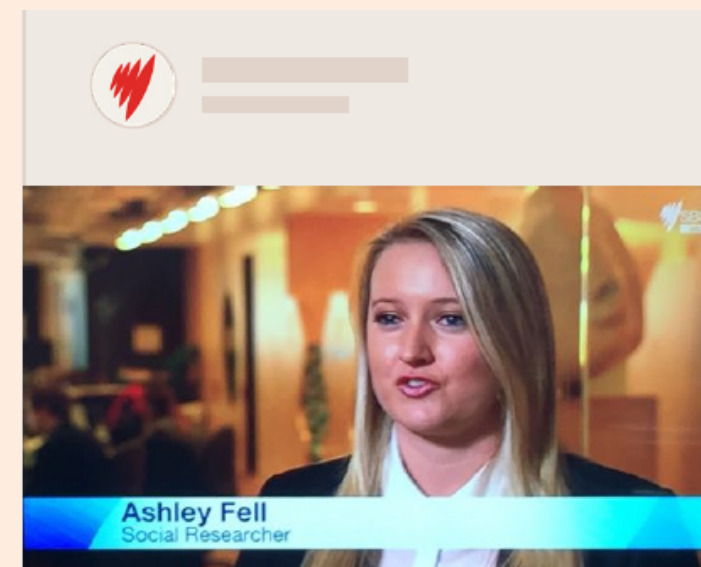
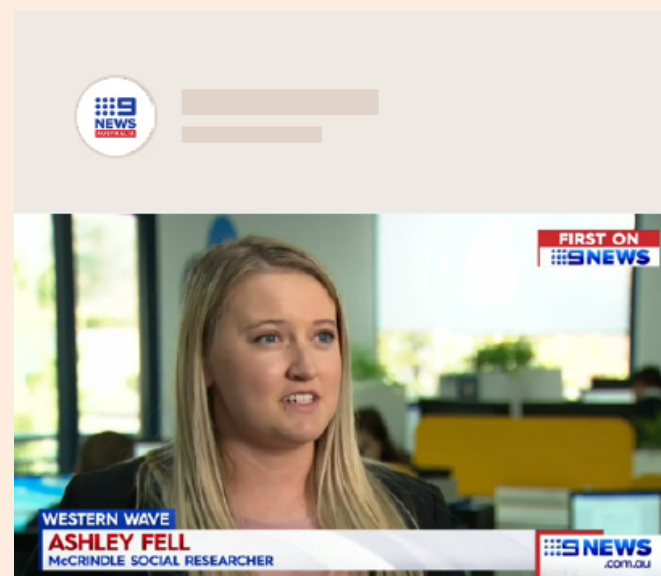
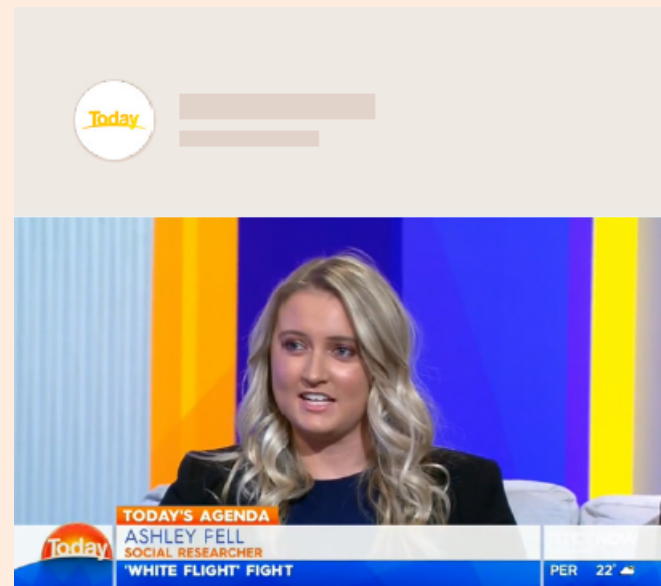


Trusted by global brands



Media recognition

Ashley is regularly invited to deliver media commentary for print, radio and TV.



Hear from those who experienced it

Ashley was extremely well received. Great balance of data and information with effective storytelling and an engaging presentation style. We have received nothing but positive feedback on how poised and effective Ashley's communication style was.

— **Australian Association of Graduate Employees**

Ashley is a rock star. She was a hit with our audience and is an excellent presenter. She connected well with the participants of the conference and we are grateful for her major contribution to the success of the conference.

— **International Educators Conference**

Ashley's contribution to our conference was exceptional. Her insights and engaging presentation significantly enriched the overall experience for our attendees and they are still raving about it. It was an absolute pleasure working with Ashley.

— **DRB Conference, Las Vegas**

Ashley is a fantastic presenter. She is warm, engaging, smart and brings humour to what could be dry content. You can always tell how good a presenter is, come question time and this is where Ashley shines, no question is too curly for her!

— **Leading Aged Services Australia**

Ashley was polished, succinct, poised and in every way, a truly professional speaker that engaged at a deep and personal level. Of the 20 speakers I engaged this year, Ashley ranks among the best, if not the best.

— **Investors Edge Finance**

Engaging, fun and full of great conversation starters. Exactly what we were after. A pleasure to work with Ashley!

— **Loreto**

Informative and so well presented with great story telling. Loads of insights that will start our journey and strategic discussions.

— **MARS**

Ashley was amazing. The feedback has been fantastic. Everyone loved her presentation and the way she delivered it with humour. Great choice of speaker!

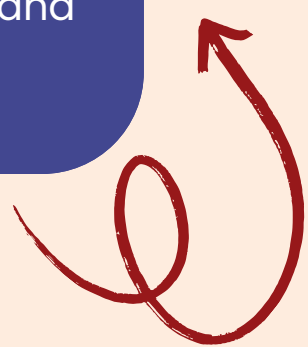
— **Toyota**

Ashley's presentation was fantastic. Engaging, fun and full of conversation starters - exactly what we were after for this crowd.

— **PWC**

I'm so glad we went with Ash. She enthused and inspired the group with her humour. She was very human in her approach, warm and affable.

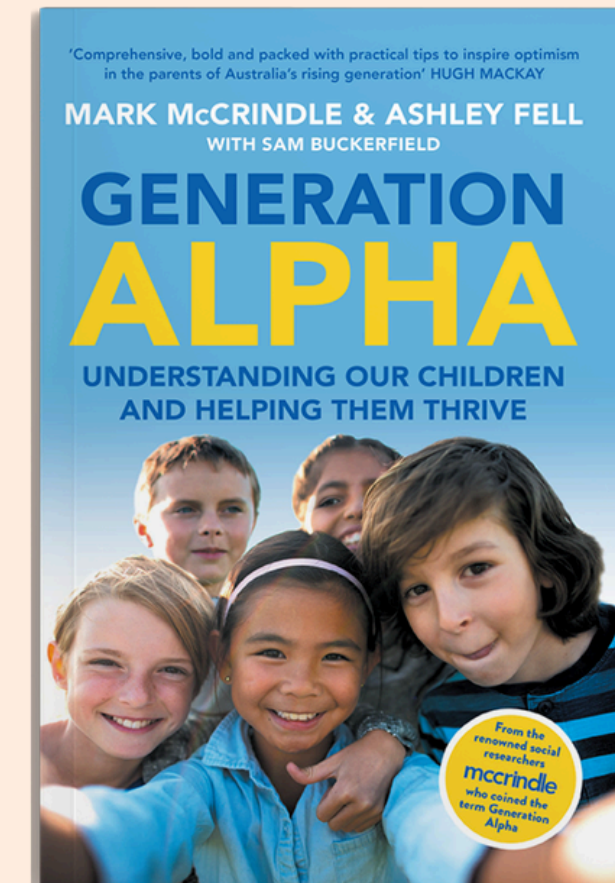
— **St Ignatius College, Riverview**



Ashley's books

Ashley is the author of two books – Work Wellbeing and Generation Alpha.

These books draw on Ashley's expertise after a decade in the field of social research and centre on the themes of leadership, future of work and generational analysis.





Let's work
together to
make your
next event
unforgettable!