celebrity speakers Presents...

Adam Penberthy

Thought leader on digital and generational trends and development

Adam Penberthy is a company director, consultant and a thought leader in the fields of mobile application development, advertising, digital strategy and technology implementation.

Adam frequently speaks on technology and digital media at conferences across the country. Some of his speaking clients include, Certified Practising Accountants (CPA) Australia, Ray White Real Estate, Engineers Australia, Australian Marketing Institute, UCB Brands, the Real Estate Institute of Queensland and Victoria, The Courier Mail, Local Government Managers Association, and many others.

Since starting his first commercial business at 13 years old and employing his first full-time employee at the age of 15, Adam's gift for business has provided him with great success at a young age.

Today, Adam runs Fresh, a technology-fuelled, digital communications business that specialises in mobile application development. Key projects include large data capture projects, delivery of business dashboards showing key organisational data, and custom bespoke mobile applications for enterprise.

Adam has worked on major projects throughout Australia, China, the Philippines and Singapore across the advertising and digital communications landscape. These include large projects for the Queensland, New South Wales, Victorian, South Australian and Northern Territory governments and for prominent companies and organisations including Queensland University of Technology, Bond University, Griffith University, General Electric, Wendys Supa Sundaes, Schoolies, Lend Lease and Ergon Energy.

Adam is a Director of the Brisbane Lord Mayor's Business Advisory Board and is a member of the Lord Mayor's Economic Development Steering Committee in Brisbane.

He is a Board Member and Director of Brisbane Marketing, the economic development agency for Brisbane wholly owned by Brisbane City Council. He is also a Board Member and Director of Hello Sunday Morning, a youth charity actively changing the face of youth binge drinking in Australia through digital media.

As well as being a professional and energetic speaker, Adam Penberthy is also a part-time academic lecturing in the Masters of Creative Advertising course at the Queensland University of Technology.

Adam Penberthy talks about:

- Key digital trends business should be aware of
- Growth of mobile and business transformation opportunities that come with it
- Marketing to young people – Gen Y, Gen Z and everything in between
- Digital China – digital opportunities that exist in marketing to the digitally aware Chinese

Client testimonials

" There is no doubt the old rules of advertising and marketing have changed. Organisations do need to Think Fresh. I would say any company serious about not just reaching, but really engaging with the emerging generations should contact this dynamic agency.

- McCrindle Research

" He demystified 'Generation Y' and helped us understand how to communicate with this large part of the community. He held the audience of senior government and not-for-profit communicators spellbound and generated some great discussion. We've had requests to have him back next year!

- Emergency Media and Public Affairs

" Adam addressed a sold out event about the latest trends in the digital world and how to communicate in non-traditional ways to this generation of media savvy consumers. Adam in person was a pleasure to work with, enthusiastic and well prepared. He is not only a professional but an all-round nice guy.

- Iceberg Events

" The LGMA North Queensland event was the second time that we have worked with Adam and once again he exceeded all expectations. Given the task of engaging local government and getting them excited about the next generation of technology, Adam ensured there was something for everyone and spoke in their language, not in techno-guff. In the words of a delegate “WOW!! Even an ‘old dog’ was able to learn some new tricks and possibilities”. We look forward to involving Adam and the team at Fresh in future LGMA Queensland events.

- Local Government Manager Association

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VIEW SPEAKER'S BIO ONLINE

VIDEO OF SPEAKER