



ASHLEY FELL

SOCIAL RESEARCHER

TRENDS ANALYST

Team Leader of Communications

Social researcher.

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 and is regularly interviewed on prominent television programs such as SBS News, Seven News, Sunrise, Sky News and the Today Show, as well as on radio, and in print and online media.

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 the different generations. She regularly speaks to a diverse range of audiences across Australia, and has spoken for audiences in New Zealand, Malaysia and Qatar.

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 a fantastic presenter. She is warm and 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! She is always very well received by our delegates.

— Leading Aged Services Australia

Keynote and workshop topics.



The millennial workforce

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

Engaging with consumers in an online world

Thriving in the screenage and engaging with online communities

Gen Z defined

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

Generation Z customers: Understanding these global consumers

Connecting motivating and engaging the emerging generations

The new world of work

Understanding the emerging workforce, adapting to the new workplace

The power of storytelling in a digital era

How to connect and communicate in changing times

Ashley's presentation was outstanding, vibrant, engaging and fascinating. Presenting to a group of talented and curious educators is no small feat but Ashley held the audience beautifully and had an audience of intelligent teachers captivated.

— Loreto

Speaker topics.

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.

ENGAGING WITH CONSUMERS IN AN ONLINE WORLD

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.



Speaker topics.

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.

THE POWER OF STORYTELLING IN A DIGITAL ERA

How to connect & communicate in changing times

In an era of message saturation and digital disruption, it can be difficult to cut through the noise, capture attention, and make our voice heard. In this session, Ashley will highlight how to communicate important information in visual ways, and how to effectively transform your data into a story. She shows how, even in our world of screens, social media and ever-emerging technology, it is the timeless power of storytelling, harnessing the unmatched visual platform that is the human mind, that best informs, instructs, involves and inspires audiences.



In the media.



Ashley was informative, entertaining, and perfectly on topic.

— Country Fire Authority

Outstanding, engaging and perfect for what we needed.

— Netball NSW

Topic was engaging. Presentation was well received. Ashley was also engaging and really connected with the group.

— Lion



Ashley was polished, succinct, poised and in every way, a truly professional speaker that engaged at a deep and personal level with my clients. The content matched the brief perfectly, and of the 20 speakers I engaged this year, Ashley ranks among the best, if not the best.

— Investors Edge Finance

Clients.



The feedback has been fantastic and we were really happy with the presentations - engaging, fun and full of great conversation starters - exactly what we were after.

— PwC



Excellent presentation, very well received and a high level of audience engagement.

— Ryman Healthcare

Ashley is a very engaging speaker and was very well received by the participants.

— Department of Education and Training

Well-articulated, interesting, relevant and thought provoking.

— Office of Sport NSW

Incredibly well received, great content.

— Millennials Marketing Conference

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