

Alan Cameron-Sweeney

Virtual Keynotes
& Workshops



Finance Storytelling
Helping **accountants** give **senior**
leaders what they **need**

Do you
want a
finance
speaker
who is an
expert
and an
entertainer?





Delivering **value** to organisers and audiences

Audiences

More than ever your audiences need to help their business's make better decisions, and my new keynote – finance storytelling – does just that.



Whether in person or live, your audience will have access to a new way of thinking empowering them to give senior leaders what they need to enable better decision making.

Organisers

Its especially difficult nowadays to deliver an experience to your audience, and you guessed it, that is the value I will bring to you.



Finance storytelling is a brand new concept you won't get anywhere else. No matter the delivery mode, I will create change within your audience, giving them easy to implement takeaways they can use in their jobs the next day, all wrapped up in an experience they won't forget. Let me tell you how I deliver this value to you and your audiences.



A Virtual Experience



Studio

I've built a studio with top quality audio, multiple cameras and broadcast quality streaming equipment.



Visuals

My studio set up allows me to deliver my content using a whiteboard as if it were face to face. No slides needed!



Interactive

Of course, real change comes through engagement. That's why enabling small group discussion is so important. Your audience will get to reflect on their own issues.



Entertainment

I've been in finance for over 15 years, so your audience will get solid takeaways. The entertainment? Well I've done comedy for 5 years, and I also use Motown music to help teach my content. Music to teach finance and accounting? The bar just got raised!

- Webinars
- Don't
- Create
- Change
- Slides
- Are
- Just
- Information



The **problem** with webinars



No engagement

The conversation is at the audience, not with them. To create change, audience members need to work on their problems. I get audiences thinking through group discussions, reflection time, questions and polls.



No energy

Lets call a spade a spade, even with face to face, a lot of finance speakers aren't exactly full of life, and video only makes that worse.



No experience

Its hard to deliver a great experience with a talking head in the top corner of a PowerPoint. You may as well just email the audience the slides. But a 3 camera studio, using a whiteboard can deliver an engaging experience that retains an audience's attention.

- Speaker Reel – to insert

Who is Alan?

How did I become a corporate speaker & educator?

As part of a Transformation project at a major Melbourne corporate, Alan ran the professional development program which had the aim of making the finance staff better business partners. It was here that he gained real insights into where accountants struggle to make the leap from 'adding up' to 'adding value'.

Enabling Better Decisions

Alan originally trained as an accountant within Ireland's largest company, CRH. Since moving to Australia in 2009, Alan has spent most of his time in process improvement, finance transformation and enabling Senior Leaders to make better decisions.

Along with working as a Finance Systems Manager, Alan now shares his insights as a keynote speaker and corporate educator across Australia, the Pacific and now – online.

Finance Storytelling

Helping **accountants** give **senior leaders** what they **need**

My latest keynote for virtual delivery solves 2 problems for your finance and accounting audience:

- how to **communicate** business results with clarity
- how to give senior leaders the **insights they really want**

Key takeaways

- How to present numbers
- How to understand your audience
- Understand the mental model 'What, So What, Now What'
- Have a simple business storytelling model to use

By the end of this keynote your audience will be able to communicate effectively with senior leaders.



What They Say **About** Alan

“Practical, informative, entertaining and engaging – just a few of the words our delegates used to describe Alan’s keynote session, one of the top-rated speakers at our Congress in Darwin this year.

With his own unique comedy style, Alan gave our audience food for thought and valuable tips to change their approach to reporting and data visualisation. Who knew motown was so relevant to the accounting profession!”

Rachel Bakker - Conference & Events, CPA Australia

“Our CIMA students and members enjoyed Alan's talk on soft skills for Finance Business Partnering. His presentation and engagement with the crowd was excellent.”

Jitesh Kan – Chairperson, CIMA Victoria

“Alan is intellectual, funny and a great presenter. His session was fun and informative at the same time.”

Milii Sharma - Events Team, Institute of Managers and Leaders

“From our initial communication to the event on the day; Alan was friendly, professional and a pleasure to host. Throughout his presentation, Alan engaged our members with his animated and expressive humour; and provided plenty of clear takeaways in his content.

We received nothing but positive feedback from the attendees, as they really enjoyed Alan’s interactive approach. I would highly recommend Alan, and look forward to working with him again.”

Sarah Dension - Events and Relationship Executive New Zealand,
CPA Australia





7 Reasons to Hire Alan Cameron-Sweeney



1. A proven track record of unforgettable keynotes

You may know many speakers that get rated 4.9/5 by conference attendees. But how many get that score when the topic is data visualization for accountants?



2. Fun, Entertaining & Memorable

Alan is not just a speaker, he is an expert storyteller, showman, and a showstopper with a background in stand-up comedy. Yes, this is the same person who has worked in finance for 15 years!



3. Engagement

Are you tired of talking heads? Whether it's a small group of 50, or keynote to 500, Alan gets the audience discussing how his strategies and tools apply to them personally as that's where the real change happens.



4. Relevant & Actionable Takeaways

Just like you, Alan wants the learning to last long after your conference, so he provides actionable takeaways that can be used straight away. He will also provide your attendees with resources to help implement the learnings.



7 Reasons to Hire Alan Cameron-Sweeney



5. Credibility, Credibility, Credibility

Alan is fellow of the Association of Certified Chartered Accountants. In both Ireland and Australia he has worked in companies with revenues exceeding \$1bn. He has delivered keynotes across Australia, New Zealand and the Pacific.



6. Customized Content

The language of finance can easily change from one organisation to another both in acronyms and also the metrics that matter in their industry. Alan does extensive pre-event planning to ensure his content is relevant to your audience.



7. Marketing Support

Do you want promotional support to ensure your event's success? Alan can provide a custom marketing video so you can get everyone excited about your event.



Get in touch to arrange a **virtual tour** and let's discuss how I can make your **event a success**



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