AB



Alastair Banks

KEYNOTE SPEAKER · PERSONAL BRAND TRAINER · COMMUNITY OWNER

Keynotes that make AI, marketing and personal brand make sense, for leadership teams, boards, membership bodies and conferences.

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alastairbanks.com/speaking

ABOUT ALASTAIR

From bedroom to boardroom.

1999
Founded digital agency Optix Solutions, aged 19

27
Years in digital marketing

20,000+
People through his online courses

10+ yrs
Keynotes and guest lectures at world-class universities

Short bio

about 50 words

Alastair Banks is a keynote speaker, LinkedIn and personal brand trainer and co-founder of the digital agency Optix Solutions. With 27 years in digital marketing, he has spoken for HSBC, the CIM, London Business School, Cambridge University and the University of Chicago, helping leaders make sense of marketing, AI and personal brand.

Full bio

about 130 words

Alastair Banks co-founded the digital agency Optix Solutions in 1999, aged 19, while studying at the University of Exeter. Over 27 years he has seen the birth of the commercial web, ecommerce, social media and now AI. He co-founded the recruitment business Your Digital Future and founded the Marketing Leaders Community and the Directors Briefings Series. Alastair teaches on the MBA programmes at London Business School and the University of Exeter, and has given keynotes and guest lectures for HSBC, the CIM, Cambridge University, LSE, Imperial College London and the University of Chicago. More than 20,000 people have taken his LinkedIn and personal brand training. With Sean Fielding and Jeff Skinner he developed MOSAIC, a business development framework for university knowledge transfer teams.

SPOKEN AT








TALKS

Four talks, tailored every time.

Each talk is adapted to the audience, with examples from their world. Every talk can run for **30, 45 or 60 minutes plus Q&A**, as a conference keynote, leadership away day, breakfast briefing or workshop. In person anywhere in the world, or online.

Digital Trends for 2026/27

What's changing in marketing right now and what leaders should do about it: why measurement is getting harder, how the way people find you has changed and why brand matters more than ever.

For boards, leadership teams and member events. Five things to take away and act on.

How to Embed AI in Your Marketing Team

What AI can really do for your business now: agents, real workflows, an AI policy in six questions and how to get your firm recommended by AI.

For leadership teams, boards and conferences. Learn the skills, not the tools.

The Importance of Personal Brand in the AI Era

Why personal brand matters more in the AI era: a prompt is not a personality. How AI decides who to recommend, and six steps to make sure it's you.

For leaders, partners and directors. As delivered at CIM The Human Edge.

The Perfect Profile: A LinkedIn Masterclass

Based on the LinkedIn Masterclass: a practical talk on turning LinkedIn from an online CV into a source of conversations and clients.

For professional services firms and BD teams. Actionable the same day.

Fees depend on the event. Get in touch and we'll find a way to make it work.

WHAT ORGANISERS SAY

Audiences remember it.

> "Alastair is a great speaker. He takes the time to understand his audience and comes up with compelling stories that bring the topics alive. He started doing talks with me in Exeter and now he's speaking to my whole industry across Europe!"
>
> Sean Fielding, Director of Innovation, Impact and Business, University of Exeter

> "I first came across Alastair's work on transforming technology transfer at his keynote in Tallinn, Estonia and immediately knew I wanted him to share it with our researchers at the University of Cambridge. His approach is clear, practical, and genuinely ahead of the curve."
>
> Dr Tina Basi, Social Science Impact Lead, University of Cambridge

> "I invited Alastair to run a session on Generative AI and Marketing for my team to understand how we can create efficiency and free up capacity. This session was hugely insightful as ever and invaluable to us on that journey."
>
> Paul Seymour, Chief Marketing Officer, Bishop Fleming LLP

Technical requirements

- A microphone (lapel or headset preferred)
- A screen or projector with a Mac-compatible HDMI connection
- Wifi access

Alastair brings his own Mac.

Photos

High-resolution photos to download:
alastairbanks.com/press/alastair-banks-on-stage.jpg
alastairbanks.com/press/alastair-banks-smiling.jpg
alastairbanks.com/press/alastair-banks-portrait.jpg







Check availability

WhatsApp **+44 7967 552350** or use the form at **alastairbanks.com/speaking**. I reply within two working days.