



Julian Mather

essential skills for 21st century businesses

A 'reformed' world class videographer
whose only camera is now a smartphone

Resource Pack
2019

julian@julianmather.com
www.julianmather.com
0408827974



A unique speaker

“A magician, an army sniper,
a globe trotting TV cameraman
walk into a bar... No joke!
I've been all three.”



life long learning

I've spent 25 years behind the camera and ten years in front
I've been a public servant and an entrepreneur
I've used the best cameras in the world and now the only camera I own is a smartphone
I've started my life as a stutterer and now I'm a professional speaker

Embracing video for business matters!

There are two hallmarks of the Fourth Industrial Revolution (4IR) that affect business.

First, everything is changing faster. The ability to learn, unlearn, relearn is a critical 21st Century (21C) business skill.

Second, we have all become addicted to smartphones (including our customers) and because text on a phone is fiddly and video isn't, we are consuming video content 4x more than text.

The maths is simple. Business that don't LEARN to embrace VIDEO will become invisible to their customers.

I inspire and educate businesses to embrace

21C Video: that's video literacy, the ability to make video and video confidence, the ability to be on video.

21C Learning: the art of becoming a life long learner



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About Julian Mather

Julian Mather shows a smarter way to use
21st Century video to boost business

- 25 years as an ABC documentary cameraman who's:
 - Met and filmed some of the world's greatest, famous and notorious
 - Travelled the globe in pursuit of those adventures and stories
 - Witnessed the highs and lows of human nature
- Started out as a sniper in the Australian Army
- An accomplished author of 'Second Best Job in the World' (published Harper Collins) and 'Get Video Smart'
- Travelled the road from starting life as a stutterer to being a polished magician, stage performer and speaker with 2,000 performances under his belt.
- A viral Youtube success – with over 30 million views and 140,000 subscribers
- Created and sold the world's first online training academy for professional children's entertainers
- His greatest accomplishment is along with his wife Vicky, sending two strong competent daughters into the world.



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life long learning

www

PROGRAMS



Get Video Smart

This presentation is the perfect way to kickstart video for communication, branding and marketing in your organisation.

The video age for business has arrived but there's a reluctance to use it. Why? Simply we feel self conscious in front of the camera. Problem is, that's out of date thinking and it's holding back business. This assumption busting talk makes clear that video for 21C business is different. Your audience realise that in a world hungry for truth, it's them with their lumps and bumps and wrinkles that will drive the authentic, agile marketing machine... and they'll do it with that pocket sized TV station called their smartphone.

Learning Objectives:

- Go from making DUMB videos to SMART videos
- Be self sufficient for 9/10 of your business video needs
- Make double the videos in half the time
- Learn to go from presentation disaster to presentation master
- How to look younger on camera without plastic surgery

45-90min keynote
Half day or Full day workshop

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One Pager

The Second Best Job In The World

A presentation to inspire adaptability and agility in the workplace

Everything changes fast these days. Keeping up is hard. The ability to learn, unlearn and relearn is an essential 21st Century skill. Julian has made an art form out of embracing change: army sniper to globe-trotting TV cameraman to magician to speaker. The audience discovers the transformation secrets that took him 25 years to learn... and they find out who has the best job in the world!

Learning Objectives:

- What is the Fourth Industrial Revolution (4IR) and why should I care?
- Why attitude is now more important than aptitude
- Why you can't win the new career game playing by the old rules
- Change is inevitable but growth is intentional: what's the new skillset I need?
- Understand the process of taking imperfect action

45-90min keynote
Half day workshop

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"There are speakers who offer you fresh perspectives as subject matter experts. There are speakers who speak with the rousing fervour of evangelists. There are speakers who are so just so enjoyable to listen to as storytellers. Julian was all three in one compelling package" -

Coen Tan - Ministry of Influence

"Not only is he one of the most entertaining speakers in the business, but he also makes complicated things so simple. No one was looking at their mobile when he spoke."

Guan Hin Tay - Creative Change Catalyst

"Engaging, entertaining and brilliant! I heard Julian speak at the Asia Professional Speaker's Convention in Singapore and he wowed the audience. I highly recommend him for your next event."

Natalie Turner - Founder of Woman Who Lead

"Loved It!!! Irresistible storytelling, compelling visuals, humour and practical tips to apply. It was so worth the standing ovation you received" -

*Karolina Gwinner
Executive Coach and Author*

"Julian was outstanding. Rich content, powerful illustrations and incredible stories... masterful on the stage and had us learning lots and wanting more!"

*Julie Cross, Professional Speakers
Association of Australia*

"His engaging and entertaining presentation delivered significant value for our business audience."

Paul Jensen, Future Leaders Business Conference

"Thanks for delivering the best guest speaker presentation I've experienced since starting with this business networking group"

Maggie Stara, Marketing Strategist, SpaceDigital

"I don't think we have ever had such an entertaining and educational feature at any previous sessions. The most impressive point is that each of our attendees could take something practical away that they could use on a daily basis in their workplace, I really don't think I have seen a group of medical professionals laugh that much!"

Adam Westerink- Australian Institute of Radiography

I really loved your presentation! Witty, empathetic and practical!! Hard combination to find in a professional speaker but you did it!!!

Shae-En Yeo, Founder at Happiness Scientists

Why Julian?



The audience gets

A unique experience. My signature style has inspirational storytelling, unique content, compelling visuals, humour, practical tips...and a bit of magic



You get

Everything I learned as an army sniper. I approach your event with complete focus. I am thoroughly prepared. If you need me to shorten my talk, fill in for someone else, do an unexpected workshop ... no problem. Just ask. I communicate clearly with you. I am self reliant. You do not need to baby sit me. I appreciate running your event takes up all of your time and some more.



To enquire:
julian@julianmather.com
+61 408827974

\$xx + GST and expenses*
*expenses include return flexible economy flights, accommodation, home and destination transfers and meals where required