

x  
MOVEMENT

it  
stacks  
up®

**International Keynote Speaker  
Fraser J Hay**

# Introduction

If you're planning a conference, expo, tradeshow, online summit, webinar or workshop and need a Keynote speaker to thrill, excite, empower & delight your audience, then please read the following pages and get in touch.

*Fraser J. Hay*

Founder | [itstacksup.com](https://itstacksup.com)

“

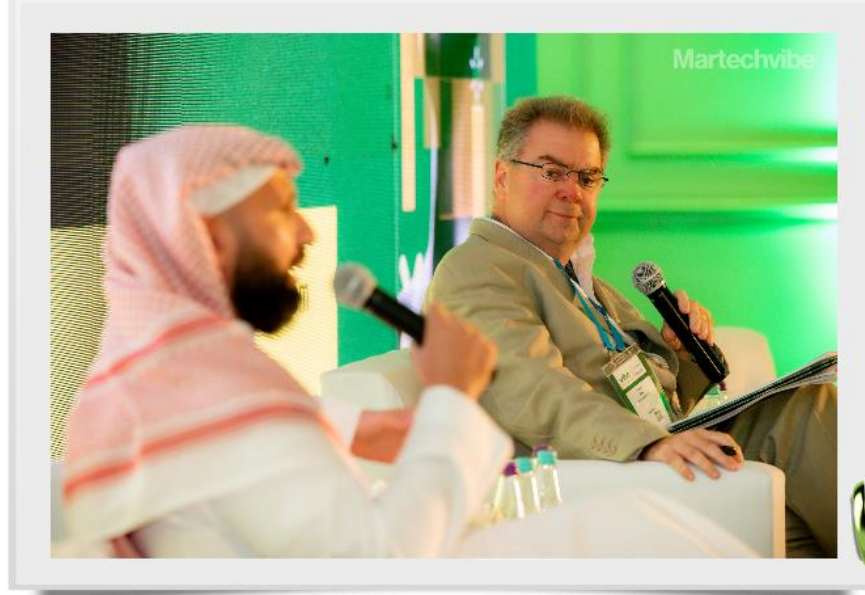
A dream written down becomes a goal. A goal broken into steps becomes a plan and a plan that is actioned becomes a reality.





# International Keynote Speaker

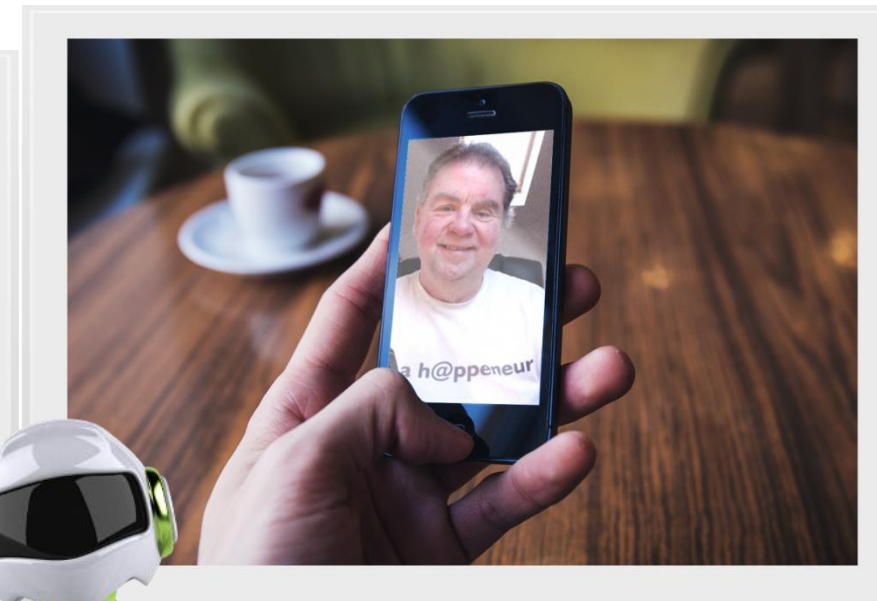
Fraser has delivered Keynotes on 4 continents





# 30 Years Entrepreneurial Experience

Invite Fraser to share his wealth of knowledge, wisdom & experience





# Entertain Your Audience

Fraser promises to thrill excite, educate and delight audiences to action with his wide array of stories, anecdotes and case studies.



Keynotes can be delivered online,  
on-site or on the stage for audiences  
of 1 – 1000+ worldwide.







# Launched The Intr@preneur® Series in 2022

Get help to leverage talent & expertise by supporting staff inside your organisation to further their own entrepreneurial pursuits & creating opportunity for staff, stakeholders, shareholders & investors



# Author of over 20 Books on amazon.com®

Fraser has written and published over 20 books on amazon covering many topics for each stage of the entrepreneurial journey.



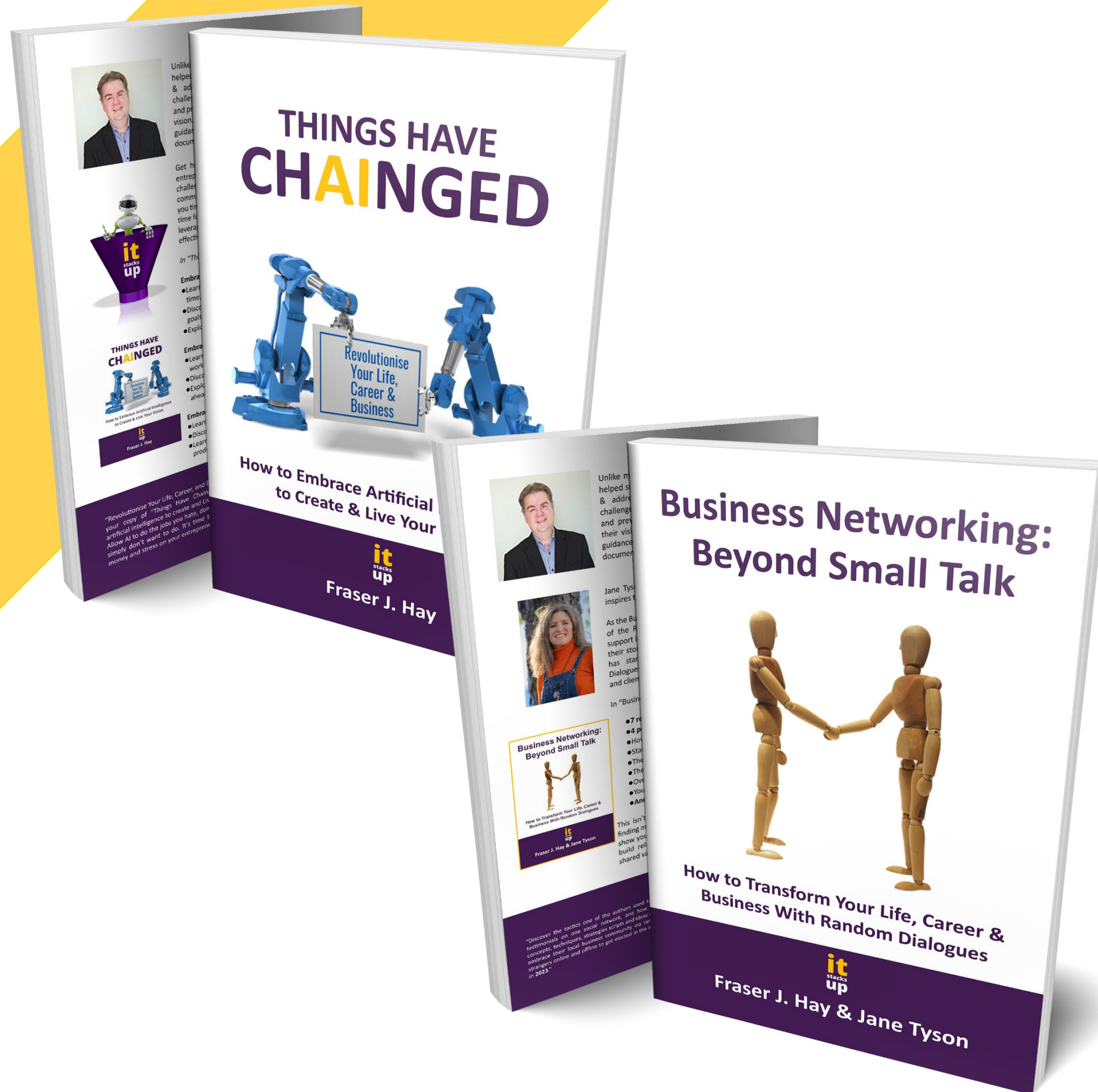


# Published 2 NEW Books in 2023

Fraser wrote and published a book about Entrepreneurship and Artificial Intelligence and a second book about Business Networking.

“

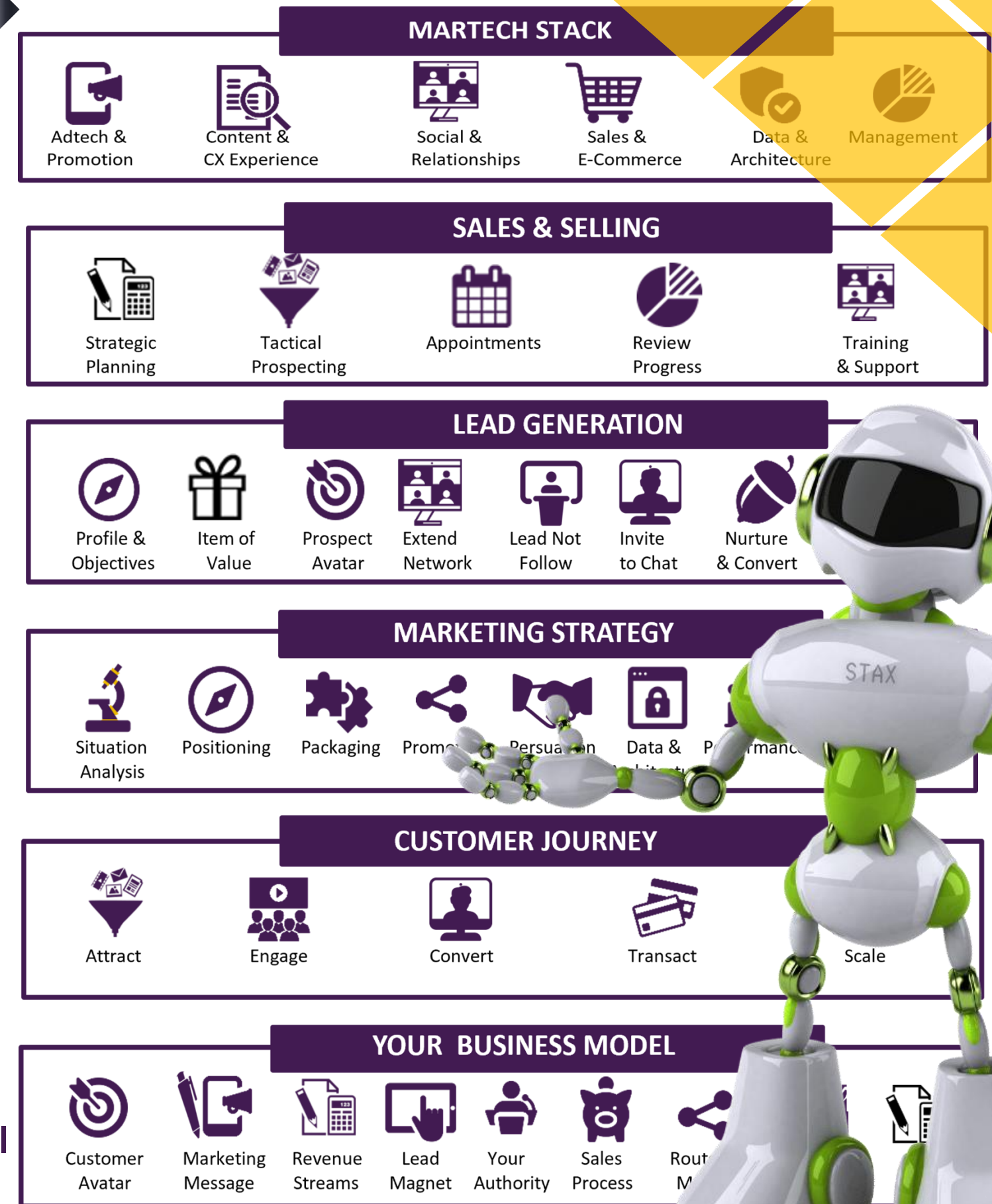
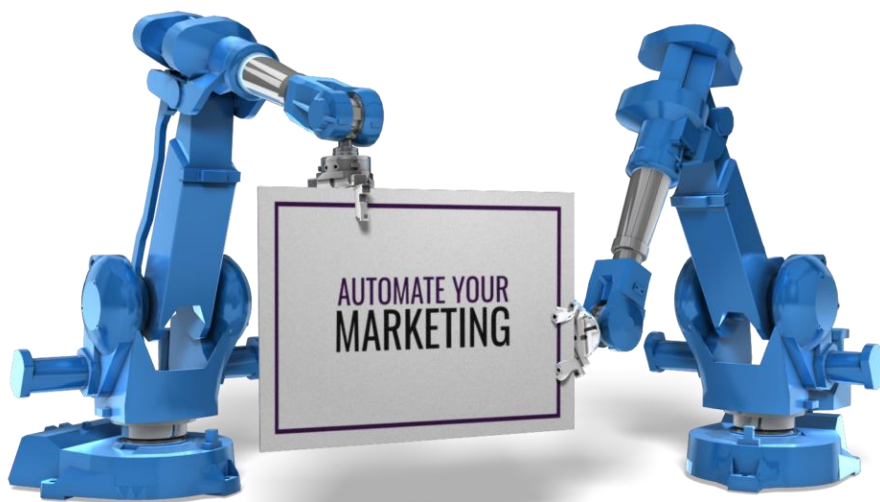
Save time, money & stress,  
automate the jobs you hate &  
create more sales opportunities.





# Launched The ASK STAX® AI Suite in 2023

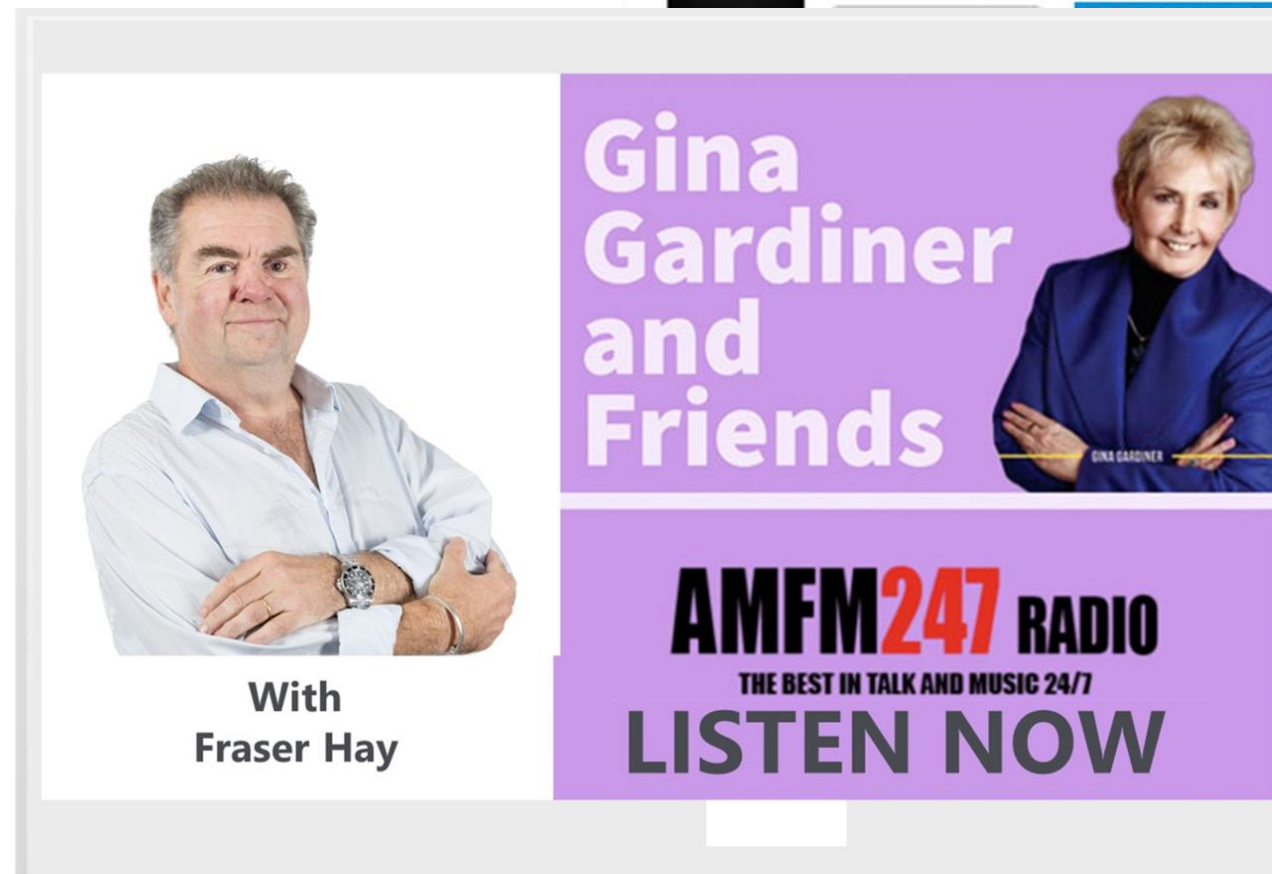
Get help to plan, document, execute and Automate the 5 stages of the customer journey helping you to retain customers and extend lifetime value with the optional help of marTech and artificial intelligence. (AI) for better results.





# Featured in Multiple Media Outlets

...online, offline, TV, Radio & The Press.





# Host, Moderator & Panel Guest

Lively, Educational & Entertaining Debates







# Create a Fun, Unforgettable Fact-Filled Experience

...online, offline or on the stage.



# Handouts, & Copies of Presentations Available





# Ideal Audience

From 8 – 80+

- ✓ Pupils & Students
- ✓ Pre-Start & Start-Up Entrepreneurs
- ✓ Business owners
- ✓ Management Teams & Board Members
- ✓ Investors & Stakeholders
- ✓ Staff, Clients, Teams & Channel Partners





# Topics & Audience Participation

Delegate & automate the tasks you don't want to do.

1

**Resilience**



HIGH



2

**How to become  
a h@ppeneur®**



HIGH



3

**Things Have  
Chai**nged



VERY HIGH



4

**12 Killer  
Marketing Tactics**



HIGH



5

**MarTech  
Simplified**



VERY HIGH



6

**How to Enjoy  
Meaningful Work**



HIGH





# Specific Keynotes

Get Your Audience On Point, On Form & On Fire

- |   |  |  |
|---|--|--|
| 1 | <b>Resilience</b>                      | Personal stories, challenges, the actions taken and the results achieved against incredible odds at various stages of my entrepreneurial journey |
| 2 | <b>How to become a h@ppeneur®</b>      | Document your model, vision and strategy in 90 minutes or less   |
| 3 | <b>Things Have Chai<sup>nged</sup></b> | How to leverage AI to do the jobs you hate, haven't got time for and simply don't want to do in order to save time, money & stress               |
| 4 | <b>12 Killer Marketing Tactics</b>     | 12 practical, powerful and proven way to generate exposure, leads, prospects, sales and referrals with case study examples & results.            |
| 5 | <b>MarTech Simplified</b>              | The 4 essential ingredients to stop feeling confused, perplexed & overwhelmed to start feeling on point, on form & on fire.                      |
| 6 | <b>How to Enjoy Meaningful Work</b>    | How to get on point, on form & on fire doing what you l  |





# Some Fun Facts

## A Little More About Fraser

- Fraser stays 60 miles north of Aberdeen (and *14 miles past the back of beyond*' in the highlands of Scotland)
- Fraser fell in love and married his childhood sweetheart. 34 years together, they have 5 Kids, 3 cats & a dog -"Molly".
- Over the last 20+ years, Fraser has helped business owners to identify, and address over 100,000 issues, challenges and obstacles that were holding them back and preventing them from achieving their personal, professional and commercial goals and objectives.
- Fraser reckons that over the last 20 years, he's made at least 192,000 bad decisions, 48,000 good decisions (that could have been better) and 3 very difficult & life changing decisions that help define the word "resilience" for him.





# Forms & Types of Engagement

Presentations, Notes & Handouts Can Be Provided For All

Keynotes  
Q & As

Break Out Sessions  
& Master Classes

Half Day & Whole Day  
Workshops

Immersion &  
Residential  
Experiences



*"He is superbly direct, totally uncompromising in his approach and has a great sense of humour. Be prepared to face your demons and deal with your stuff when it comes up."*



*"Fraser is very down to earth and doesn't try to overwhelm you with theories. Day to day marketing issues are tackled and solutions are provided but ....You have to take action yourself..."*



*"The content is sound, professional and the evidence speaks for itself, it just leaves you wanting more."*



# Why Book Fraser?

## What Qualifies Fraser to Speak on His Topics?

- Overcame personal adversity & many life challenges
- Passionate & Pragmatic
- Started, Grown & Exited Businesses
- 30+ Years Business Experience
- Humorous, Educational & Entertraining
- Written Over 20+ Books on Entrepreneurship & Marketing
- Multi Award Winning Entrepreneur
- TEDx Aberdeen Speaker 2023
- Father of 5 Kids
- Put 4 Daughters Through University Whilst Working From Home
- Lots of Anecdotes, Stories & Examples
- Practical, Powerful Exercises & Activities
- An inimitable style having presented on 4 continents
- Will thrill, excite, empower & delight your audience
- He's a h@ppeneur ® (and the T shirt to prove it )





# Life & Career Milestones

## A Few Important Events in Fraser's Life

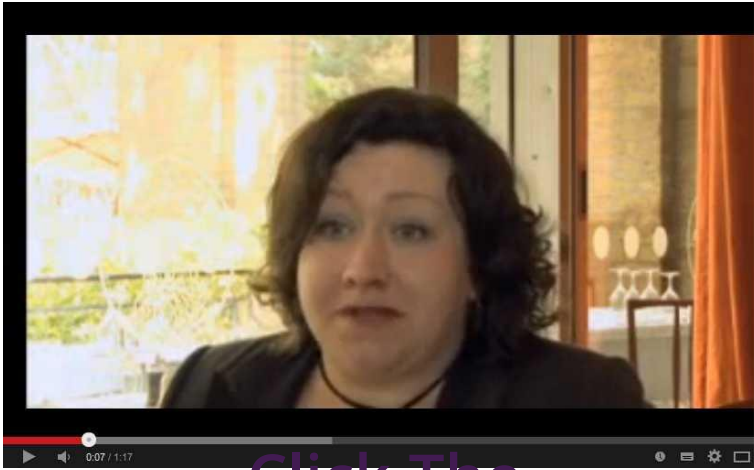


- 1983** - Lost Left Eye in Shooting Accident
- 1987** - Completed Education, Worked in USA
- 1995** - Launched Community Newsletter for Scottish College that became Institute of Direct Marketing featured case study
- 1998** - Scottish & UK Shell Livewire Winner, Royal Bank of Scotland Winner. Asked by UK Govt to be Keynote Speaker in Poland
- 2000** - Marketing Director of UK Subsidiary: USA Dot Com IPO
- 2003** - Created Online Marketing Resource Centre for clients
- 2008** - Wrote first book on Social Networking having created 6000 strong network & gotten 400 testimonials
- 2009 - 2017** Wrote 14 Books, Published on Amazon
- 2018** - Wrote "Preparing for GDPR Compliance"
- 2019** - Keynote Speaker in Seychelles
- 2020** - Wrote "art of becoming a h@preneur®" & registered the trademark
- 2021** - Wrote "MarTech Simplified"
- 2022** - Published the Intr@preneur® series of 10 books on Bookboon  
Launched  
Vibe MarTech Fest Saudia Arabia Keynote Speaker  
TEDx Aberdeen 2022 Keynote Speaker
- 2023** - Launched AI Prompt Engineering Kit for the Entrepreneurial Journey  
Published a NEW book about Entrepreneurship & AI



# Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The Image



Click The Image



Click The Image



Click The Image



# Manage Your Expectation

## What You Can Expect From Fraser

ONE

...real practical help to identify whether Fraser can help you and your staff, delegates, members, clients or customers...

TWO

...Having agreed roles, accountabilities, Key Performance Indicators, priorities & budget, We agree content and a practical plan of action

THREE

We allocate resources, execute the plan within budget and by the agreed deadline.

FOUR

We review the plan, evaluate progress & results and decide on next steps.

A quick reminder

- It's your event.
- You make the decisions.
- You decide what you want to engage Fraser to share at your next event





# Questions to Ask Yourself

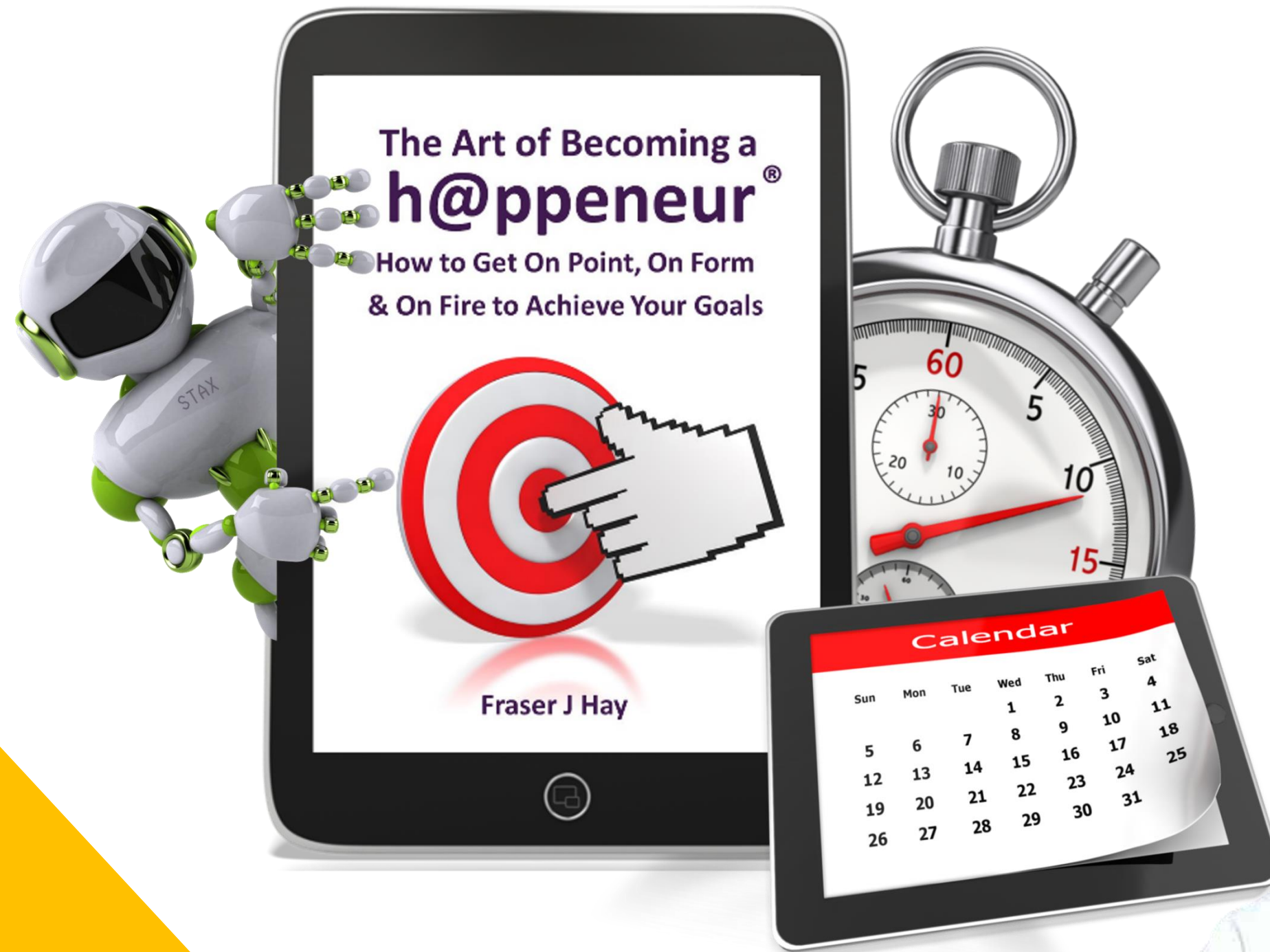
Before Getting in Touch

- What type of engagement is required?
- What type of Content is required?
- What is the theme & title of the event?
- When is the event and where will it be?
- What is the audience size & demographics
- What would you like Fraser to achieve?
- Will the event be filmed/recorded?
- Do you want to deliver the content online?
- Do you have a list of other speakers & topics
- Do delegates/participants require handouts?





# Download a FREE Copy of The Book







# Book Him For Your 2024/25 Event

Before His Diary Fills Up



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**M: +44(0)7714 704446**

**Get in Touch  
For a FREE  
Chat**