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# Beyond The Keynote

A SIMPLE GUIDE FOR BOOKERS

How to turn a great AI keynote into lasting client value

LISTEN FOR THESE

**Andrew Grill**  
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# Five buying signals.

## *Know which product to offer.*

*"We don't know where to start with AI"*

→ BOOTCAMP

*"Our team doesn't really understand AI — we need to upskill everyone"*

→ COURSE

*"Can Andrew do a workshop with our leadership team after the keynote?"*

→ BOOTCAMP

*"Our board / CEO is asking what we're doing about AI and we need to show we have a plan"*

→ ASK AI EXPERT

*"We're spending on AI but not seeing results"*

→ BOOTCAMP

Offer follow-on products *after* the keynote, during your standard post-event call. Cheat Sheet on QR code.

# Three follow-on offerings.

## *All pre-scoped. All pre-priced.*

Match the client's need to the right product. No consulting expertise required from bookers.



### **Digitally Curious Online Course**

8-week structured AI learning journey for the whole leadership team, based on the bestselling book.

BUREAU PRICE

**£8k – £10k**



### **AI Strategy Bootcamp**

In-person workshop with leadership. Builds a 30/60/90-day AI plan, with a follow-up session three months later.

BUREAU PRICE

**£15k – £25k**



### **Ask the Futurist**

Off-the-record 2-hour boardroom session. Candid strategic AI conversation for boards and ExCos (max 12 people).

BUREAU PRICE

**Keynote fee ×1.5**



PRODUCT 1 OF 3

# Digitally Curious Online Course

**Andrew Grill**  
Actionable futurist<sup>→</sup>

## WHAT IT IS

An 8-week structured learning journey based on Andrew's bestselling book. Delivered through an executive learning platform with video content, exercises, peer discussion forums and Curious Five action items.

## WHO IT'S FOR

Mid-to-senior leaders and their teams who attended the keynote and want to build practical AI literacy across the whole organisation — not just the C-suite.

## OUTCOMES

Shared AI vocabulary across the organisation. Understanding of the four barriers to adoption: training, budget, data and process. Each participant leaves with a personal action plan.

## PRICING

Bureau price

**£8k – £10k**

Covers up to 50 participants. Additional cohorts priced separately.

## THE BOOKER'S LINE

*"For a fraction of the keynote fee, the client's entire leadership team gets eight weeks of structured AI learning. It turns a one-hour talk into a three-month programme."*



# AI Strategy Bootcamp

**Andrew Grill**  
Actionable futurist<sup>→</sup>

## WHAT IT IS

An in-person workshop where Andrew works with a leadership team to identify their top AI opportunities, assess readiness and build a 30/60/90-day action plan. Includes two follow-up sessions three & six months later to review progress and recalibrate.

## STRUCTURE

AI landscape briefing → Current state mapping → Use case brainstorming → Prioritisation exercise → Roadmap and next steps. Client provides the venue. Andrew brings the structure and facilitation.

## WHO IT'S FOR

C-suite and senior leadership teams (8–25 participants) who want to move from "AI is interesting" to "here is our plan." Ideal for organisations facing active AI disruption in their sector.

## OUTCOMES

3–5 high-value AI use cases prioritised. An AI readiness assessment. A 30/60/90-day roadmap with named owners and success metrics. Two follow-up sessions to maintain momentum.

## PRICING

**£15k – £25k**

Includes pre-workshop discovery call, written summary and 3-month follow-up session. Fixed scope, fixed price.



# Ask the Futurist

## Boardroom Session

**Andrew Grill**  
Actionable futurist<sup>→</sup>

### WHAT IT IS

An intimate, off-the-record 2-hour session for a board or senior leadership team (max 12 people). Designed as a strategic conversation, not another presentation. Confidential, candid and action-oriented.

### WHO IT'S FOR

Boards and ExCos who need a serious AI conversation, not another keynote. Often triggered when the CEO or chairman asks "what are we doing about AI?" and the team needs clarity fast.

### STRUCTURE

20 min scene-setting by Andrew → 90 min facilitated discussion → 10 min summary of agreed actions. No slides presented to the group. Andrew facilitates; the board does the thinking.

### OUTCOMES

Clarity on strategic priorities. Honest assessment of competitive threats and opportunities. An agreed set of immediate next steps that the board owns and can act on.

### PRICING

**Keynote fee × 1.5**

Priced at the standard market rate for additional time above a keynote. Some clients book this before the keynote as a pre-brief for the board.