

Paul Wallbank

Digital Storyteller at Netsmarts

Neutral Bay, NSW, AU

Speaker on the future of business in a world of cloud computing & social media

Biography

Paul Wallbank is a broadcaster, speaker and author charting how business is changing in the connected society. The author of seven books, the latest being eBusiness, Seven Steps To Online Success. Paul has also been involved in founding four businesses and building one into a national support organisation. Over the last 15 years Paul has helped hundreds of businesses, government departments and community organisations adapt to the world of cloud computing, social media, the mobile web and broadband Internet. The new economy shouldn't be complex. Paul Wallbank explains the issues and terminology of this important and rapidly changing field while giving practical examples of how your industry or organisation can benefit from this age of opportunity. Some of the areas Paul covers include how cloud computing, social media and other online tools are changing how we do business and engage with communities. Paul's topics appeal to business executives, managers, community groups and public sector organisations. An experienced businessman, broadcaster and writer with regular columns and radio segments syndicated nationally, Paul has seen first hand how business, markets and communities have changed over the last 15 years. Paul's keynotes have included the following; Why broadband matters How the connected economy is changing business. This keynote looks at the trends underway in the global, connected marketplace, identifies the threats and discovers the opportunities for businesses and communities. The Future of Teamwork How collaborative tools, social media and cloud computing are changing how our businesses and public sector organisations are structured. Freeways of the future Why investment in fixed and wireless broadband is essential for businesses to compete in the 21st Century. Building digital communities An overview of how community groups and governments can engage with and build their communities online. The business cornerstone How the humble webpage is the centre of the modern business with some strategies on using a website to engage your staff, customers and suppliers. All keynotes are customised to suit the audience and event. Contact Paul for ideas on how he can help your next event demystify technology and prepare your audience for the next exciting decade.

Availability

Author Appearance

Industry Expertise

Internet, Corporate Leadership, Business Services, IT Services/Consulting, Staffing and Recruiting, Management Consulting, Media - Online, Public Policy, Financial Services, Social Media

Areas of Expertise

Trend Spotting, The Internet, New Economy

Sample Talks

The Future of Business

Paul Wallbank's Future of Business presentation looks at the trends and technologies that are changing the way we do business. From cloud computing and social media to the SoLoMo ? Social, Local, Mobile ? phenomenon, Paul examines how our businesses are changing in the digital era. The Future of Business is an essential presentation for any executive, manager or business owner.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).