SPEAKER PACK

Dan O'Sullivan



Brand specialist.
Business mentor.
Keynote speaker.

Practical ideas for building a recognised brand, turning content into conversations, and growing a business that leaves room for a life.

KNOWN ONLINE AS @HANDSDAN

What your audience takes away

Build a brand people remember

Clarify what you stand for, who you help and how to communicate it. Leave with a sharper positioning statement and useful content angles.

Content that starts conversations

Connect attention, trust and a relevant next step. Learn a practical structure for content that helps the right people understand your value.

Grow without burning out

Identify repeated work and bottlenecks. Explore simpler systems and sensible uses of AI so the business can grow with more focus and less friction.

Meet Dan.



Dan O'Sullivan is a brand specialist, business mentor and keynote speaker based on Australia's Gold Coast. Known online as @handsdan, he built Handsdan into an Instagram audience of more than 500,000 people and founded Systemations. His background spans movement coaching, content creation and building businesses.

His work brings those experiences together: clear positioning, useful content and practical systems that support growth. Originally from Ireland, Dan is also a father of two. Family, health and a life outside work are central to the way he talks about success.

Choose the format for your room

Keynotes | Interactive workshops | Team training | MC

Topics and delivery are shaped around the audience. Workshops can focus on personal branding, practical content creation, or using AI to support content and follow-up. Duration, format and final scope are agreed with the organiser.

For event organisers

Share your event date, location, audience, goals, preferred format and budget. Include your AV setup and any recording or photography plans so the delivery requirements can be agreed in advance.

Enquire about speaking

Watch Dan teach

Instagram: @handsdan

Business videos

Photos for event promotion

Portrait photograph

Stage photograph

Audience reference checked November 2026. Speaking fees are quoted to the brief.