

KEYNOTE SPEAKER ONE-SHEET

Roger Wakefield

Blue-Collar Keynote Speaker, Licensed Texas Master Plumber and Trades Educator

The Trades Are Plan A

As seen on **TODAY** · **Dr. Phil** · **NewsNation** · interviewed live by the Acting U.S. Secretary of Labor at **America's 250th on the National Mall**



45

YEARS IN THE TRADES

1.7M+

FOLLOWERS

755K+

YOUTUBE SUBSCRIBERS

160M+

VIEWS

ABOUT ROGER

Roger Wakefield is a blue-collar keynote speaker and Texas Master Plumber with 45 years in the trades, creator of the largest plumbing education channel on YouTube, and a LEED AP. He brings real trades experience, humor and high-impact takeaways to industry events, workforce conferences and corporate stages.

SIGNATURE KEYNOTES

The Trades Are Plan A **FLAGSHIP**

Dismantles the college-only narrative with real wage data and stories from 45 years in the field.

AI-Proof: The Careers the Robots Can't Take

Why hands-on trades survive the AI wave that is coming for office work.

From Pipe Wrench to 1.7 Million

The exact social media playbook that took a working plumber to 1.7M followers and 160M+ YouTube views.

Built for: trade associations, contractors, distributors, manufacturers, franchise systems, CTE and workforce boards, and the corporate teams that depend on the trades.

WHAT THEY SAY

"A licensed master plumber... and very impressively, 100 million views on YouTube. A real celebrity."

Keith Sonderling, Acting U.S. Secretary of Labor

SPEAKING NEXT

September 29, 2026

Keynote, 1-Tom-Plumber Pink Plunger Expo, Clearwater, FL

October 21, 2026

PHCC CONNECT Apprentice Competition Dinner, Milwaukee, WI

October 27-29, 2026

HALO Water Tour, Carlsbad, CA

November 3-5, 2026

HALO Water Tour, Dallas, TX

STAGES & PARTNERS

Stages include VidSummit, VidCon, Video Marketing World and PHCC West. Brand partners include Lowe's, Ferguson, Milwaukee, RIDGID, Rinnai, Jobber and Cottonelle.

Book Roger for your 2027 event
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