

i-Hoax. By Greg Ward



It's the first day of your corporate sales or industry association conference. Your key staff and delegates are poised to receive the annual motivation speech from the CEO or sales management team. But instead of the usual speech from the throne, a prestigious International guest speaker takes the stage.

His opening is absolutely believable – just the thing to get the team motivated as they ready themselves to hear the goals and targets for the year. Notes are being taken, and the industry and technical information is revealed...

...then it all starts to go ever-so-slightly sideways. Before too long, people are getting confused by the dichotomy of plausible delivery versus just plain ODD content. And slowly it dawns on the assembled group that they've been had.

It's directly about your business, and it's hugely entertaining. You've been **i-Hoaxed!**

i-Hoax – Setting the standard for the Corporate Imposter Speaker

Taking the stage as a 'European Industry Insider', Greg Ward has the audience intrigued as he outlines the issues and opportunities that exist in the European and global markets and how the same aspects apply in your region and market.

But then things start to go subtly awry. The comedy creeps in, and the presentation drives headlong to the reveal, taking prisoners along the way!

It's highly entertaining, but **i-Hoax** is more than simply great entertainment. It's a solid force for your business or industry.



Reinforcing company, association or industry goals, subtly linking themes to generate business outcomes and being a powerful, external voice adds an extremely significant amount of value to a conference.

Greg Ward, long time industry presenter and professional MC in the guise of **i-Hoax** can say things you or your organisation can't, being the Devil's advocate or taking on the role of allegorical prophet.

It's comedic - but it's not just about having fun. And the research that Greg undertakes for the role is intensive – which enables him to appear so genuine in each of his chosen character and profession. For more info, see www.i-hoax.com

i-Hoax means business - and as an award-winning corporate performer (NSANZ MC & Entertainer of the Year 2011) and successful business owner, Greg's experience is your success.



You may well say; “Sounds great, but how would this work for my event?” Well, here are a few popular options...

1. The Opening Speaker

Begins the event in a serious manner, then breaks the ice in spectacular fashion – allows the group to relax into the conference, but sows the seed for the actual issues faced by the organisation.

(This option is also gives you added value as an opportunity for Greg to then carry on as the event MC at the completion of the presentation, after the reveal for a significantly reduced rate.)

2. The 2nd Day Afternoon ‘Speaking Slot of Doom’

This slot, generally around 2.00pm or 3.00pm on the 2nd day of conference is the hardest speaking slot of any event.

Delegates are tired from the previous night’s exertions, and energy levels are low as the body digests lunch. What is needed is a dynamic and focused presenter - just the ticket then, for a ‘European Expert’ to arrive to enliven proceedings!

3. The Closing Speaker

You’re into the last hour or so of your conference, with delegates suffering conference fatigue, and who better then, to tie in your strategic goals and industry objectives than an ‘International Industry Expert...i-Hoax!

And the key messages of your conference will be remembered long after the event is over.

(The two options above give great added value as an opportunity for Greg to then become the MC and entertainment for your gala dinner event on the final night of conference for a significantly reduced rate.)

4. Further Options

Greg has been booked to variously; strengthen the impact of industry strategic direction, to enliven formal dinners, to close conferences in a unique and hilarious fashion and for many other reasons.

The question is: **What can i-Hoax do for you?**

For an answer to this specific to your event, contact Greg Ward

greg@gregward.co.nz

+64 27 285 3310

