

**M**EMORABLE  
MAGICAL  
MOMENTS



**WOLFGANG RIEBE**  
Memorable Magical Moments

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# WOLFGANG RIEBE

## THE MAN

### Expert in magical Innovation



Imagine, if you can... a powerful inspirational speaker coupled with an unbelievable illusionist, and add in a humorist! Blend this into a professional corporate setting - and you have the original Enter-Trainer, Wolfgang Riebe who will assist your organisation through strategic insight and creative excellence to actualise targeted messages in purposeful, relevant and unforgettable ways! A man that creates Memorable Magical Moments in everything that he does.

#### MY LIFE

**"You do, what others dream about doing!"**

This delegate feedback many years ago was my first unforgettable Memorable Magical Moment. It put into words what I intuitively understood from childhood: follow your heart! As a stage artist, I make dreams come true. As an entrepreneur and expert in management and leadership, I help companies to grow.

**My inspiration:** Improve results through conscious perception and logical thinking. **My motivation:** to convey energy and vitality, to motivate people.

**My support:** family and friends.

#### MY TRAVELS

**"The world is my playground."**

I grew up in South Africa and currently live in Germany. In-between, my career took me across the world (150+ countries) - from Rio de Janeiro to Singapore, from North Pole to South Pole. I hiked with penguins through the Antarctic, braved hurricane storms across the Atlantic, explored the Greenland ice cap, dived in the Cayman fault and marvelled at the Golden Pagoda. Adventure appeals to me: new people, languages, cultures and wonder. Simultaneously I have learned that real 'magic exists' in learning something new daily.

#### MY VISION

**"If you want to change something, be different!"**

The performance of magic coupled with corporate messaging, educates, entertains, energises and delights audiences globally. It is the perfect way to blend logical thinking with emotional experience.

**My goal:** to create as many Memorable Magical Moments as possible. This allows executives to optimally implement change, keep businesses innovative, and people open to innovative ideas. Everyone should be afforded the opportunity to use the power of Memorable Magical Moments to help improve their work and personal lives.





## KEYNOTE-SPEAKER

### Your "Magical" Meetings and Events Speaker

Less processes, more magic.

Products, services, messages and business strategies are hardly ever successful as a result of complex policies, procedures and rules. Favourable outcomes primarily occur due to experienceable feelings, desires and vision. Memorable Magical Moments lead to favourable communication in leadership, business, departments and teams. Forget red tape and bureaucracy! A magical treasure chest of logic, perception and passion will shatter your current thinking, replacing it with tangible solutions. These will release your innovative potential, so that your organisation, management, employees and customers can profit from it.

## MY WORLD

Memorable Magical Moments are those occasions of wonder and bewilderment in life that remain forever cemented in your mind. This is the embodiment of great leadership - emotional experience! Aha moments and thinking that is free from the shackles of operational complexity unleashes new potential. Delegates experience first hand how to develop, accept, understand and internalise the power of logical thinking in order to acknowledge and welcome inevitable change in the future.

## MY WORDS

- "Yes, life can be magical, but only if you let the magic happen."
- "To calm the mind, de-clutter your life."
- "Decent human beings never need laws to guide their behaviour. It's normally only the rotten apples that do."



## MY VALUES

Honesty, respect and integrity are my core values. Of fundamental importance is that my keynotes are authentic, energetic and understandable. A great presentation motivates, educates, inspires and conveys a message. Whether at a conference, strat session, sales meeting, or around a campfire, my combination of personal experience, academic research, global travel, magic and humour clarifies work-life balance, builds self growth and emotional intelligence so that people see life and work through new eyes.





## BUSINESS MAGIC

### Comedy Magician and Mentalist

Entertaining. Incomprehensible. Unforgettable.

Apart from his entrepreneurial expertise, magic is the core foundation of Wolfgang's life! He knows exactly what fascinates employees, excites cultures worldwide and what executives covet. Distraction, effective message retention and compelling communicating with large audiences leads to unforgettable Memorable Magical Moments. As a magician, mentalist, comedy entertainer, keynote speaker, businessman, television star, YouTube star and family man, he's up to all challenges. Thanks to his global, iconic track-record and expertise, he transports his audiences into a world where anything seems possible.

## MY PERCEPTION

The key element that unites people worldwide is the experience of Memorable Magical Moments. I have performed in front of all nations, executives, employees, sales representatives and found that little solidifies a message more effectively than strategically custom designed magic tricks. Word games, sleight-of-hand and logical conundrums are my means of communication. A global outlook, academia and experience with different cultures are my foundation of growing and inspiring people and companies.

## MY QUOTES

- "We are all magicians, as we all have the power to change someone else's life."
- "Remaining positive is not effortless, but it becomes easier the less you focus on the negative."
- "Simplicity is truth."



## MY TRUTH

This is me... whether at a business event, gala night or public show, as I am on stage (a friend next door, refreshing, humorous, witty, cheeky and empathic) so I am in person. I live in the moment and believe in creating as many Memorable Magical Moments as possible in everything that I do. Ethics lies at the core of my being and I believe in underselling and overdelivering. I view the relationship with my client as a 'business marriage' with whom I strive to create magic Memorable Magical Moments for the rest of my life.





## MODERATOR | SUMMARISER

### Focus through Emotion and Logic

### Infotainment from the first to the last moment

As a multilingual speaker, Wolfgang understands the ingredients of a first-class moderation: reading the audience, drawing attention and highlighting the awardees of the evening. Depending on type of event, he captures and enthralls the audience with his engaging personality by ensures variety that stimulates the delegates minds so that their focus and attention is where you want it to be. His broad knowledge of management and organisational structures ensures that every insert relates to the next speaker, or theme throughout the 1 to 2 day business session, gala, product launch, kick-off or event.

## MY WAYS

Do you need a versatile moderator who can adapt and change to your needs, yet still take control? My role is that you, your team and the event organiser can relax, and/or focus on 'behind the scenes' tasks. My multidisciplinary approach reinforces the objective of your event and allows me to deal with any eventuality in order to ensure the smooth running of the program. From facilitating a strat session, emceeing a gala award night, to hosting a 3-day conference - Memorable Magical Moments occur everytime I am on stage.

## MY QUOTES

- "A tree never tries to compete with another tree next to it. It just grows."
- "Magic resides in all of us, it's just that some people don't search long enough to find it."



## MY EFFECT

Clients repeatedly tell me that my energy and passion is transferred to them. This feedback is a personal validation that I am following my true life path. Proudly, many companies and organisations book me again and again - year after year - proving that I have a unique ability to connect with, impact and create Memorable Magical Moments for all participants in a lively, energetic, friendly and magical way. Being fluent in English, German and Afrikaans has resulted in TV moderation and corporate appearances throughout the world.





## INTEGRATION

How does it all fit together?

Specializing in a **multidisciplinary approach** in communication, Wolfgang maximizes the **effect, engagement** and **success** of corporate events, incentives, conferences and roadshows for delegates by mixing magic tricks, speaking & moderation.

Strategic use of **academic studies, logical thinking, emotional intelligence, magical effects, humor, business acumen** and **presentation skills** coupled with an energetic personality, **keeps delegates focused** in an unparalleled magical experience that saves costs as one man wears three hats, i.e. speaker, entertainer & moderator.



**The Result = Impact!**



German Speakers Association  
Germany Austria Switzerland



## ACHIEVEMENTS

- ✓ Iconic **25 year +** track record
- ✓ Performances in over **150+ Countries**
- ✓ **Masters Degree:** Innovation & Change
- ✓ **11 Million +** YouTube Views
- ✓ CSP: National Speakers Association USA **Highest speaker award** 2012
- ✓ German Speakers Association: **Million Dollar Speaker Table** 2012 & 2013
- ✓ South African **TV Celebrity** (over 175 TV-Shows)
- ✓ **National President:** Professional Speakers Association of Southern Africa 2010 - 2012
- ✓ **45 000+ Online-Students**
- ✓ **Best Selling** and multiple **author**
- ✓ Africa's most successful magician ever
- ✓ Hollywood Magic Castle Performances
- ✓ Over **900 Videos** produced on YouTube
- ✓ **Tri-Lingual:** English, German & Afrikaans





# GLOBAL CLIENTS

A SMALL SELECTION



*"I would like to thank you for an awesome keynote this morning! I have already received thank you's from a number of team members – they really felt the connection/value, but also enjoyed the laughter very much."*

Panorama Mediclinic



**Client:**

Barclays Bank.

**Venue:**

Intercontinental - Mauritius.

**Previous Events:**

Major banks throughout South Africa.

**Client Brief:** Host entire 2-day national conference with Hollywood theme focusing on **Star Performance, Know Your Client & Quality Customer Service.**

**Example Solutions:** Presented 'Discover Your Magic' Keynote with tailor-made sections focusing on following your dream, awareness and change. Incorporated examples of the booming tourist industry in Mauritius and how many of these practices can be applied to the banking industry. Additionally developed tricks using money and numbers that further cemented the message, while cleverly engaging with delegates on stage to further reinforce the 'Know Your Client' topic.



*"It was an honour and a pleasure. All our common efforts will clearly be reaping fruits as it is the beginning of a fruitful collaboration I'm sure."*

**Barclays: Mauritius**



**Client:**  
Coca Cola West Africa.

**Venue:**  
Kigali Conference Centre, Rwanda.

**Previous Events:**  
Mauritius, Swaziland & Kenya.

**Client Brief:** The 4 African Business units attended the event. The addition of new beverages such as tea, water, fruit juices and energy drinks coupled with a new strategy focusing on **Tomorrow Today** and **Trust Between Business Units** needed to be clarified and reinforced.

**Example Solutions:** Correctly predicted the outcome of random questions relating to new product orders and hence reinforced the 'tomorrow today' theme. Additionally challenged a delegate to hold a cup of water on his head and turn it over. His eventual trust in me (lots of humor here) resulted in the water vanishing and remaining dry - thus bolstering the trust theme. The need for equal responsibility for the marketing of this new coke brand was cemented through using different lengths of rope that inexplicably became equal lengths, thus cementing the need of equal effort from all business units.



*"Truly amazing, relevant and very professional. Judging by the delegates reaction I think you did a superb performance!"*

**Coca Cola**



**Client:**

Africa Centre for HIV & AIDS  
Management, Stellenbosch University.

**Venue:**

Artscape Opera House,  
CTICC Conference Centre.

**Previous Events:**

1 December Concert for 5 years.

**Client Brief:** Host full concert as Master of Ceremonies and include tricks reinforcing AIDS awareness.

**Example Solutions:** Subtle sound bites and messaging included during tricks on not taking risks, being aware, respect, safe sex and believing in yourself.

Sample Videos: **Magic & Motivation:** [Click here.](#)

**You Can Achieve Anything in Life:** [Click here.](#)



*"Editing the dvd material of World AIDS Day. You were absolutely stunning and wonderful.  
I love you for giving your best."*

**World AIDS Day**



**Client:**

Clicks (Retail & Pharmaceutical),  
Servier Laboratories (Pharmaceutical).

**Venue:**

Emperors Palace.

**Previous Events:**

Durban ICC.



**Client brief:** Motivational sessions at national conference focusing on customer service with entire event theme '**Work Your Magic**' tailored around my presentations. Client wanted to try a unique new approach to connecting with pharmacists nationally. Contracted at further conferences by Servier Laboratories to present lectures reinforcing product benefits and applications to pharmacists in order to win over market share and have chemists recommend their products over those of competitors due to the 'memorable magical' angle of the presentation.

**Example Solutions:** Inspirational sessions throughout focusing on client communication and interaction. Use of custom-designed visual tricks to reinforce benefits of specific tablets, including highlighting the change from Diagluclide 30mg tablets to the new scored 60mg tablets and educating pharmacists on new benefits.



*"Thank you for all that you did "WORKING YOUR MAGIC" in making this conference such a success!  
Thanks very much once again for making yourself available and for doing such an awesome job as always."*

**Servier at the Clicks National Conference**



**Client:**  
Nokia EMEA.

**Venue:**  
World-wide.

**NOKIA**

**Previous Events:**  
Prague, Sun City, Cape Town, Madrid, Budapest.

**Client Brief:** Host **EMEA conferences** as Speaker, Illusionist and Emcee. **Keep delegates focused** during **business sessions** and be part of all formal and informal activities, including team-building events. Always customising presentations across varying themes over a **5-year** period.

**Example Solutions:** Incorporate technology of new phones with interactive tricks that not only fooled the delegates, but also highlighted new and specific features of phones. Keynotes focused on organisational culture, teamwork and effective communication between delegates from Europe, Middle East & Africa. Become integral part of conference team - networked, socialised and 'connected' with all delegates in order to become the preferred trusted events host for all international conferences.



*"Many, many positives coming in. Thanks so much for your help and involvement once more. It was brilliant. We'll be in touch for the next one."*

**Nokia**



**Client:** Sanlam (Financial Services).

**Venue:**

South Africa & Namibia.

**Previous Events:**

Conferences & University Lectures over 15 year period.



**Client Brief:** Motivational sessions at various internal events for Financial Advisors & Brokers, client engagement events, awards evenings and training sessions. Focus on brand building, client engagement, self belief, staff training & recognition, change & building your business. In later years inclusion as official representative for Sanlam at Financial Literacy lectures for final year & post graduate students nationally, to position Sanlam as the preferred financial institution for the future professional market.

**Financial planning for millennials and grasping the importance of future planning** needed to be effectively and energetically communicated so that Sanlam becomes the No. 1 choice for future professionals.

**Example Solutions:** Created **e-course for millennials** with real-life experiences and engaging interactive tricks that energised the students and brought the fun back into financial planning.



*"A huuuuuge Thank You for all your sessions. We value you so much. Will be in touch soonest for more!"*  
**Sanlam**



**Client:**

SPAR Group, PMA Fresh Summit, Food Lovers Market

**Venue:**

Cape Town.

**Previous Events:**

Numerous National Conferences, Dealer Days and Franchise Meetings.



**Client Brief:** Motivational sessions at various events with a focus on change, strategic planning for the future, **keeping abreast of the competition**, staff incentives and inspiration. Required to be **innovative and lively** 'Link Man' and Emcee during Business Sessions and reinforce messages between industry speakers.

**Example Solutions:** High turnover and stress industry that requires tips and pointers on practical, sustainable and achievable goals within the franchise model. Use of humour, tricks, inspirational stories, on stage strategic interaction and cognitive communication techniques to capture attention and reinforce franchise messaging for all franchisees during **1 - 3 day events**.



*"You are always so good with the way you handle an audience! Always a great mix of fun, laughter but also goosebump moments. Thanks to you the conference was a huge success. You really are excellent and we love working with you!"*

**Food Lover's Market, Fruit & Veg City**





[www.wolfgangriebe.com](http://www.wolfgangriebe.com)



[bookings@wolfgangriebe.com](mailto:bookings@wolfgangriebe.com)

## Contact



+ 49 (0) 163 6399 395

Promo Video  
Keynote Speaker

Promo Video  
Comedy Magician

Promo Video  
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