

## Ensuring Total Event Value



**Your corporate event is one of the most important and potentially impactful tools of business change –**



often demanding a year of preparation and weeks of careful coaching prior to its execution. Once delivered, what is left? At best, it creates a powerful wave of inspiration and creativity that will lift your performance in months to come. But all too often, expensive corporate events fade from memory almost as soon as stagehands begin to dismantle their apparatus. Ensuring Total Event Value is not only a question of careful preparation and excellent delivery – but long-term utilization of the ideas, messages and stories that make a difference .

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Dr. James McCabe has known and worked with Dr. Ralph Bartels for many years and perfected the art of capturing event value in media collateral across new and old platforms. A professional writer with an Oxford doctorate in English literature and a decade's worth of corporate event experience, James writes regularly for national media such as *Wirtschaftswoche* and *Die Welt* while studying the craft of story with world experts such as Hollywood guru Robert McKee. Unlike typical copywriters and translators, James applies the protagonist, scenario and plot devices of film and fiction to create fresh and compelling narratives in any medium. He is, in the words of one Siemens manager: "The most professional writer I have ever met with engagement that goes far beyond the expected." In the often dull landscape of corporate publication, he brings the zest and wit of great English writing – in the words of Dragan Tomaševski, he is "the Oscar Wilde of Business English."

Dr. Ralph Bartels has taken the art of event moderation to a new level of professionalism and style. This exclusive new offer extends your event value into the area of messaging and storytelling, ensuring your investment dollars work for you – long after event delivery – across the language divide and in front of new audiences. Need help crafting your keynote speech? Want to transform German-language content into an English-language story for your extended enterprise? Need to create dramatic flow and capture audience attention on the day? Together, Ralph Bartels and James McCabe will help you capture Total Event Value.