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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



MAX WALKER

***Keynote Speaker * M.C. * Workshops ***

Max Walker has travelled an amazing journey from schoolboy sporting prodigy to one of the most recognisable faces and voices in Australia. Along the way he played Test Cricket for Australia in a golden era and VFL/AFL football for the Melbourne Football Club. He then continued to be centre stage in the highly competitive sports media arena as host of the Nine Network's Wide World of Sports. He is an author of 14 books (7 No1 best sellers).

Max is also a successful entrepreneur with directorships in a number of companies.

Academically, he qualified from the Royal Melbourne Institute of Technology with a Fellowship Diploma of Architecture and practiced as an architect for 10 years.

For 7 years Max was Victorian Government appointed member of the Melbourne Sports and Aquatic Centre Trust and has subsequently been made a Life Member.

His accreditation as a Certified Speaking Professional gives Max an internationally recognised credential and places him in a select group of Australian Speakers who have reached this peak.

One of his most recent ventures is the creation of iRadioMax. This is a perfect example of how a germ of an idea has been nurtured to manifest itself into a commercial reality as a business internet radio station.

Max's transition from the sporting fields to the hypnotic world of media was seamless ... a natural charismatic communicator on radio and television. An extension of that natural story telling ability resulted in seven No1 best sellers in Australia ... aggregate sales stretched beyond one million copies.

Max is an authentic, inspirational public speaker and the consummate Master of Ceremonies. He presents constantly throughout Australia and around the globe. His message has inspired and captivated audiences in Rio de Janeiro, New York, London, Hong Kong, Orlando, Singapore, Hawaii, Bangkok, Dubai, Vancouver, Harare, Johannesburg, Tokyo and Beijing.

Add 3,000 hours of anchoring 'live' television programs to his already substantial life experience and it becomes easy to see why Max is often referred to as the complete all-rounder.

The smile and enthusiasm is contagious. He has a "pre-occupation with excellence" and a "whatever it takes" mindset. As a talent Max is consistently described as "the total professional" and "extremely user friendly".

The Max Walker Company utilises the many multimedia, communication, marketing and creative skills all under the one umbrella.

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In fact after a lifetime in the spotlight, the name Max Walker has become a brand that is synonymous with integrity, credibility, and success.

CORPORATE NOTES

- ◆ A qualified **Architect** who ran his own practice partnership until the velocity of media work became all encompassing. He remains a Registered Architect with the R.A.I.A.
- ◆ **Trust Member.** (7 years) A direct appointment by the Premier of Victoria, to the Melbourne Sports and Aquatic Centre Trust. Expanded upon to take on the responsibility for more government projects and renamed The State Sport Centres Trust. In 2004 he was recognised with a Life Membership.
- ◆ **Marketer.** Fronted in excess of 50 million dollars of television, radio and print advertising campaigns. Skilled at familiarisation of major corporations who have selected him to be the face and voice of their business. Required to be across the mechanics of each business and have a solid understanding of their competitors. Able to speak the language – CEO, management, factory floor and importantly, company's clients.
- ◆ **Director.** Hands on Director and major Shareholder in four companies. One of these is "The Fluidmotion Advanced Clothing Technology Company". With a highly innovative design concept, it now holds patents worldwide and is taking its place as a commercial reality. It has enormous potential to become a global player. A successful and creative entrepreneur. www.iradiomax.com is a cutting edge technology and communication company. Effectively it is an internet radio station dedicated to business. Real people talking about real challenges and raising the bar.
- ◆ **Communicator.** There are very few people in Australia who can equal the Max Walker multi-media and live presentation experience. Print. Radio. TV. Platform.
- ◆ As an **Author** Max has sold in excess of 1 million copies (14 titles). In itself, this is a substantial small business, expanding every year. Now exploring possibilities of audio, pdf and audio books.

Recently Max has been invited to challenge and inform Leadership Groups, Financial Management Teams and decision makers within companies such as: BHP BILLITON; FOSTERS GROUP; ANZ BANK; SENSIS; INTERSTAR SECURITIES; PACIFIC CITY FINANCE; APPLE COMPUTER; KPMG; MINTER ELLISON; KOMATSU; COLONIAL FIRST STATE; TOURISM NSW; to name a few.

SPEAKING TOPICS

Each address is tailored to the your specific needs and corporate culture.

The presentations are authentic, un-ordinary, unique – they carry messages that stick in the memory.

- ◆ Leadership – raising the bar ... innovation, team attitude, communication.
- ◆ Become the architect of your future - Maxxing your attitude to change
- ◆ How to open the doors and windows of the mind – Maxxing your neck top computer
- ◆ Being Max ... right arm over left ear-hole at the point of delivery ... verbal reverse swing.
- ◆ The bottom line is people. Our ability to communicate is directly proportional to the success we achieve.
- ◆ Change is really an exchange of ideas. How to build a change pyramid.
- ◆ Average never wins – lifting the bar, stretching capabilities and Maxxing possibility thinking
- ◆ Maxxing presentation skills – speaking from the heart, being unordinary, being unpredictable ... being authentic.
- ◆ Communication Dashboard, Communication Flat Screen ... skills to navigate to 21st century.
- ◆ Maxxing: Being Memorable, Marketable and Remarkable 24/7 .. your choice?
- ◆ Re-imagine, re-invigorate, re-design, re-refresh ... zig, zag and zoom through the fear of change.

- ◆ Hypnotising Chooks, Kissing Crocodiles ... and other reverse swinging deliveries.

CLIENT FEEDBACK

Outstanding corporate entertainment. Lively, witty and highly motivational. A true professional who captured the audience from beginning to end. Great value and will use again at earliest opportunity.

Mobil Australia

Max was a brilliant speaker. Very professional, humorous and motivational. His use of information supplied by us was very much appreciated and his ability to insert it into his own material made it all the more interesting. It took very little encouragement for our guests feel very comfortable speaking with him after his presentation. We were all sorry to see him leave.

Bi-Lo Pty Ltd

Able to convey appropriate message across nationality barriers - not all our audience was Australian and therefore weren't necessarily familiar with Max's history. A great bloke!

Nokia Telecommunications

This year's conference has been received and voted one of the best ever, and your contribution helped greatly to that success.

Sony

Mr Walker was a great choice for the diverse audience. He appeared very enthusiastic about the function and was keen to attend, where he mixed very well.

Powercor Australia Ltd

Max was very professional and friendly, he was a pleasure to work with and handled the responsibility of MC exceptionally well.

Wright Business Marketing

Very professional - the consummate guest speaker - a story for every occasion. Ideally balanced presentation.

Newcastle Visitor and Convention Bureau

Fast, well suited to the audience, intelligent and lovable!

Honeywell Limited

A dream to work with and the ultimate professional. Max's ability and willingness to go above and beyond the norm by mixing freely with guests and clients alike make his presentations something special.

Leo Burnett Advertising

Max was very easy going and terrific to deal with. His talk was just right for the occasion.

ANZ-International Network

His professionalism showed through with a calm acceptance of any changes to the running sheet or non appearance of finalists. As M.C. he was able to keep the program progressing smoothly with his humorous 'add Libs' and strong direction on stage.

Telstra Corporation Small Business Awards

Did an excellent job under very trying circumstances. I would recommend Max Walker strongly for any such activities. Will strongly consider for future functions.

Master Builders Association (NSW)

Excellent. Max was very well received by our audience. He spoke from the heart with passion.

Hoo Marketing Pty Ltd

Max was humorous and just what the doctor ordered. Very approachable and nothing too much trouble.

The Age

Max Walker was very entertaining and passionate in the way he delivered his presentation. He was very easy to communicate with and one of the nicest and most professional man to deal with. I was impressed in the way he took the time to find out about our audience and our needs prior to his presentation, which showed element of care and responsibility. Thankyou for recommending Max it was obviously the right choice for the function we had .

Australia Post

Excellent. John is witty, entertaining and au fait with what's happening. He prepares well, and understands the relevant issues for the client. He uses humour well, and makes the event a happy, engaging, special time for everyone concerned.

Landscape Industries Association

Max was extremely well received by the delegates. He was extremely professional whilst at the same time lively and entertaining. We have a very well known delegate who attends for the social functions only and this is the first time he has ever attended a session, especially being the morning after a Gala Dinner. The reason was solely the presence of Max.

Retirement Village Association (RVA)

A sell out crowd. Max was very engaging and whilst humorous also delivered a very good message about achieving and living your dreams.

Hume City Council

Excellent. He engaged all of the group including international visitors. The international visitors will return home with this as the highlight of their visit to Australia. What was most impressive, as the organiser, was the time that Mr Walker put in to talk to people after the Dinner. He was genuinely a nice man and he made the evening a real hit.

Australian Communications Authority (ACA)

Excellent. Max was the ideal MC for our event. He kept people enthralled with his stories and while he had their attention subtly introduced the business at hand which was often the promotion of sponsors.

LGMA

Max had a point of understanding what the awards were about , therefore he tailored his approach & selected appropriate stories. Absolutely great to work with.....he wanted to make the evening professional & enjoyable for all concerned.

Australian Property Institute

Max is a warm excitable person who was more than able to keep the crowd entertained.

Solterbeck Travel Incentives

Excellent. Max was a well rehearsed and polished speaker, he took the time to learn the ANZ values and his speech reflected such. He mingled well, poised for many photo's and was a pleasure to deal with.

ANZ- Business Banking

I found Max an absolute pleasure to work with, a true professional. Max was very focused on ensuring he met our requirements and went beyond the call to extend his hospitality to signing autographs, taking photos with our guests and also donating autographed books for us to give away! Max also welcomed the opportunity to work with Billy Birmingham, together they were a dynamic combination.

The Good Guys

Max was a fantastic MC. He ensured that the night ran really smoothly and he was very professional in every aspect of the night. Max's presentation caught the attention of the crowd and throughout the night. His ability to link conversations and points of interest to his presentation gave the night continuity, and lots of laughs.

Wollongong Council

Excellent, Max delivered the perfect presentation to our audience, he had them in the palm of his hand with his unique style of story telling wrapped around a strong message that we can all contribute to "change" just believe in ourselves and the rest will follow.

Automotive Exhibitors Association of SA Inc.