



Joe M. Turner

"The Chief Impossibility Officer"

www.turnermagic.com

Fantastic!
Ed McMahon

Unbelievable! Very impressive.
Arthur Blank
Co-Founder
The Home Depot

You are extremely good at what you do – a favorite!
Sam Massell
Former Atlanta Mayor

Phenomenal!
Shirley Franklin
Former Atlanta Mayor

A credit to the art...
Rolando Santos
General Manager
CNN Headline News

You had us all spellbound!
Brenda Wood
Anchor
WXIA 11-Alive News

What? No! That is AMAZING!
Karen Graham
Good Day Atlanta
WAGA Fox 5 Atlanta

Good stuff! We're going to have you back on the show!
Jennifer Valdez
Better Mornings Atlanta
CBS 46 Atlanta

This guy handles cards like Maddux pitches!
Leo Mazzone
Pitching Coach
Atlanta Braves

We add value to meetings and events by leveraging the theatrical impact of visual and psychological illusions.

People act on what they retain. That retention is largely dependent on how new information stands out from the background noise.

I combine creative, on-message scripting with world-class performance skills to create fun and memorable experiences that boost the effectiveness of live meetings and events.

Engage Attention:

Entertaining, astonishing moments command and sustain interest. People want to be engaged.

Enhance Retention:

The experience of astonishment is, by definition, a pattern interruption; it is also an extraordinarily teachable state. People remember the unusual.

Inspire Action:

Both knowledge and emotion influence behavior. Unusual experiences spark imagination and motivation. People act to realize their vision.



Customized, illusion-infused messaging enhances:

- | | |
|---------------------|---------------------|
| Project kick-offs | Teambuilding events |
| Team celebrations | Branding efforts |
| Trade show exhibits | Product launches |
| Sales meetings | Training wrap-ups |
| Networking events | Team outings |
| Awards banquets | Convention sessions |
| Leadership retreats | Annual meetings |



Unreal experiences produce real human change.