



Marketing / PR Checklist & Toolbox

Checklist

- Announcement of Marc – by name or as a surprise guest?
- Get a free copy of the bestseller "Strength Through Crises" (► [email](#))
- Event Marketing – Raffle of Marc's bestselling book as a participant incentive?
- Email copy of the event announcement or invitation to Marc (► [email](#))
- Social Media Posts – tag Marc (► [LinkedIn](#), [Instagram](#), [Facebook](#))
- Get a greeting message from Marc: 1-min video teaser for your event (► [email](#))

Stay relaxed when preparing for your event with Marc

On the following pages, you will find several suggestions for **announcing** Marc in advance of your event, as well as a selection of **images** that you can use royalty-free.

Should you need further information or material, please contact:

Team Marc Wallert

info@marcwallert.com

marcwallert.com

Announcement

For your event marketing, feel free to use the following texts – either as they are, or adapted to your needs.

Vita – Very brief

Marc Wallert - Former hostage, resilience expert, bestselling author, TOP100 speaker

Vita – Classic (500 characters)

Marc Wallert is Germany's most well-known resilience expert. Stern magazine calls him the "Uplifter". In 2000, he survived a kidnapping and 20 weeks as a hostage in captivity in the Philippine jungle. This was followed by 20 turbulent years in a managerial career, including burnout. A life full of setbacks and successes, a special mix of leadership and kidnapping experiences. His resume "Strength Through Crises" became a bestseller. Marc shares his successful strategies as a passionate TOP100 speaker. The most common feedback after his keynote is "Goosebumps". More information about Marc Wallert can be found at marcwallert.com

Vita – Surprise Guest (350 characters)

Our surprise guest is a bestselling author and well-known from radio and television. He has had an incredible, life-threatening experience – and survived. Today, he shares his story as one of the TOP100 speakers in Germany. In his keynote, he will reveal to us his most important survival strategies. There will be goosebumps moments...

About the Keynote (400 characters)

In his keynote, bestselling author Marc Wallert reveals how to stay strong in difficult times. He takes us/you into the Philippine jungle, where he survived 20 weeks of captivity. Thanks to his "jungle strategies", we/you will emerge mentally strengthened from this journey and take away practical resilience techniques for everyday life. A keynote with a "goosebump effect".

Images

Here you will find the appropriate motifs for your event marketing – both internal and external.

You can **download high resolution images** [here](#) (royalty-free).

If the motif you are hoping for is not included, please contact us by [email](#).



Photo 1

Source: Stephanie Wolff Photography



Photo 2

Source: Stephanie Wolff Photography



Photo 3

Source: Patrick Reymann



Photo 4

Source: Private Archives Wallert



Photo 5
Source: Stephanie Wolff Photography



Photo 6
Source: Stephanie Wolff Photography

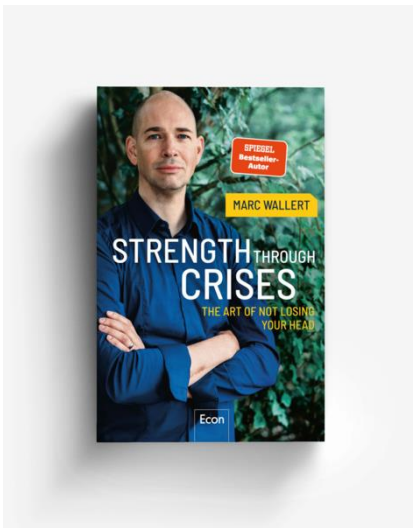


Photo 7
Quelle: Econ Verlag

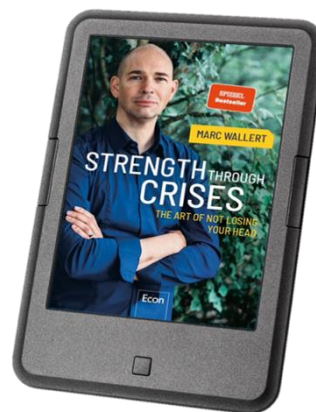


Photo 8
Quelle: Econ Verlag