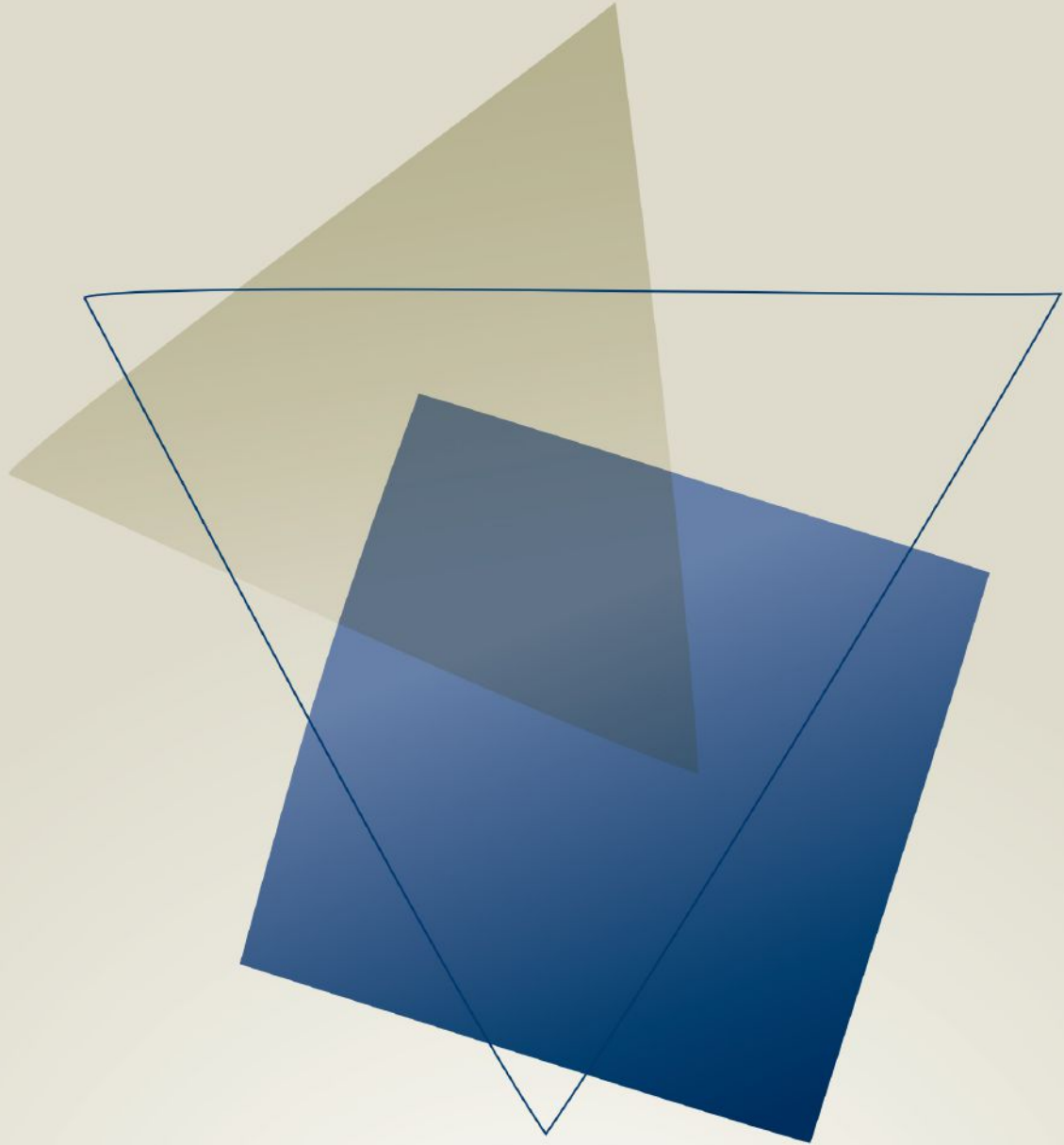


FOOD AND WINE CULTURE

Talks & Keynotes



Powerful storytelling, inspiring presentations and pragmatic plans for change and growth

Finding just the right speaker for a planned event can be a tricky task. I've been in your shoes before. In my professional career as a CEO, managing director, head of export or sales manager, I was responsible for many events, ranging from small workshops to corporate events to large conferences with hundreds of participants.

In the process, I realized that the success of an event depended largely on the quality of the keynote speakers: if they were able to inspire the audience with humor, excitement and the necessary expertise, we had a great event. If the speaker wasn't so good... well, the event wasn't so great either.

To make sure we had just the right speaker to make our event a memorable one, I had spent hours – just like you – talking to agencies and searching for a reliable expert.

Hence, I know pretty well what information is necessary to make the right choice.

My talks are always fun, inspiring, and well-rehearsed, and people often refer to me as an inspiring keynote speaker. My presentation materials are hand-crafted and well-designed. I am able to turn different topics into professional and enjoyable sessions, and the evaluations for my talks are consistently high.

I hope that you will find on this page exactly the information you need – and I look forward to hearing from you. Please bear in mind, that all of the topics mentioned can be adapted to your needs and each keynote is tailored to fit the audience and the event.



Cyriacus Schultze

Heidelberg, 2021

What you can expect from me and my team:

1. Prompt responses and professional handling of all your inquiries and emails.
2. Fine tuning in the run up to your event
3. Technical briefing and a data sheet for your stage technicians
4. Promotion and event announcement on our website, blogs and social media channels (optional)
5. Hi-Res photos and information so you can best promote the talk
6. Handout of the presentation with all graphics and statistics (PDF format)
7. Brief feedback and follow-up communication after the event to ensure we have met your expectations

MY PERSONAL GUARANTEE:

First of all: Why you should book me as a speaker?

To improve and to enhance your event with joy, passion, impulses and expertise. As a speaker and expert for the organic food, wine and beverage industry, I talk about regional products, responsibly produced food and sustainability. Book me as a speaker for congresses, corporate meetings or events and I promise you not only a perfect audiovisual presentation, but also 110% performance and fun for your audience. So that you are guaranteed to achieve all the goals you have set for your event.

You have come to the right place

... if you are planning a keynote about

- ▶ The future of food: Global F&B trends you cannot ignore
- ▶ Smart farming
- ▶ Changes in the hospitality industry
- ▶ Packaging waste / sustainable packaging solutions
- ▶ Vegetarian and vegan trends
- ▶ New rules: Coffee in the hospitality industry
- ▶ Future of retail / B2C trends

and if you are looking for a speaker with a strong stage presence, authenticity and sound expertise. I have been talking passionately about food and beverage for many years. In front of large audiences or even in front of small leadership circles.

Every conference is a unique experiment. An attempt to enter into a relationship with the audience that allows for new ways of seeing. From my point of view, nothing is more boring than a PowerPoint presenter who reads out what is written on the slides. I therefore use complex presentations with many images and short film sequences. This creates a creative tension between the world of images and the world of words, imagination and facts. I never speak unprepared, but always free and without a manuscript. Allow me a little time to build up my suspense and mix of information, feeling and meaning - the three pillars of Aristotelian rhetoric "logos, pathos and ethos". Between 45 and 50 minutes is ideal for a keynote, but I also offer shorter impulse speeches between 20 or 30 minutes followed by a panel discussion.



Finding a winning conference event theme

The theme of your conference or corporate event will set the tone for its duration. The *right* theme can transform a simple meeting into the most highly-anticipated event of the year. Would you rather attend an annual conference, or an exploration of how trends and technology will transform your industry in the years to come?

You can find topics and program highlights here:

https://www.foodandwineculture-com.translate.goog/vortraege-lebensmittel-ernaehrung-bio-wein/?_x_tr_sl=auto&_x_tr_tl=en&_x_tr_hl=de&_x_tr_pto=wapp

FAQ

■ Why should we hire you of all people and not another guest speaker?

Here are five reasons why I am a great choice to speak at your next event:

1. I work in English, German, Spanish and French. My content is powerful and useful. I inspire and motivate. And I've got years of on-stage experience with audiences of many different sizes. I promise not only a perfect audio-visual presentation, but also 110% performance and fun for your audience.
2. What sets me apart from many other keynote speakers, is that I bring industry experience to the stage. Instead of just talking about 'your industry', I know and understand 'OUR industry' as an insider.
3. I am a TEDx speaker. TED is an abbreviation which combines the terms Technology, Entertainment and Design. TEDx speakers are adept in the art of conveying knowledge in an engaging and vivid manner.
4. I am a breeze to work with. I know you're busy as hell and the last thing you need is a speaker who's a pain in the proverbial. So, I make your life easy with clear and responsive communication, once you've booked me to speak at your event.
5. I've got an impressive food, beverage and hospitality pedigree, but absolutely no 'celebrity attitude'. I'm down to earth, polite and efficient. I turn up early to hang out with the audience to get to know them, and I'm more than happy to handle questions from your audience after the talk.

■ Do you have proven experience in the F&B industry and sustainability issues?

We all know, that every industry has its peculiarities and it is important that the speaker you hire not only understands the agreed presentation topic, but also the industry and the audience.

I have worked internationally for well-known companies in the organic, food and wine, specialty retail, food service and hotel industries. I was also an association member and chairman in associations and international organizations (such as Slow Food) for many years. Thus I know the typical industry problems not only from the textbook, but know from self-made experiences, which impulses, practices or solutions work.

■ What is your fee as a keynote speaker

You can find an overview and price indication on a separate page, which I will be happy to send you upon request. I do not want my fee to be prohibitive, and I am happy to meet you where you are if you let me know your budget for a speaking fee and travel expenses.

■ We are a relatively small company and cannot afford an expensive speaker.

Can you perform free of charge in this case?

This question is asked frequently - often by smaller producers, family owned wineries, restaurants, educational institutions or non-profit organizations.

Unfortunately, I cannot talk free of charge. The preparation effort and the quality of my presentations is simply too high.

However, for educational institutions and non-profit organizations I am happy to offer special discounts, which are significantly below the lecture fees in the private industry. Just ask! I would be happy to discuss this with you.

■ What sets you apart from other speakers?

Well, there is no general answer to this question, as I do not know which of my colleagues you have already worked with. However, I can give you the following clues.

A. NO ASSISTED READING

I don't use Power Point slides, filled with boring texts and tables, but an elaborate multimedia presentation technique with films and unusual animations. I mainly speak freely and without a manuscript, because I want to create a creative tension between the world of images and the world of words.

B. LESS "BLA" AND MORE "WOW"

I only talk about topics I understand and only about industries I work in myself. In doing so, I always place the phenomena in the larger context, encourage discussion, disrupt clichés, routine thinking and concepts to drive forward progress. This can be exhausting and shakes things up. If it makes you uncomfortable - better don't book me ;-)

C. POSITIVE NEWS

I am not a friend of media fear-mongering techniques, pointing finger dogmatics and extreme generalizations. Even if I critically question some backgrounds or developments, I always show optimistic developments or amazing facts about positive trends. I try to identify systematic misconceptions or proportions and use reliable data to develop easy to understand teaching materials to rid people of their misconceptions.

BRING CYRIACUS TO YOUR NEXT EVENT

Do you need more information, details or simply want to ask a few questions? Contact me by phone or email and we will clarify all open points.

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Facts & Figures FOOD AND WINE CULTURE

FOOD AND WINE CULTURE is an owner-managed boutique consulting firm for the food and beverage industry based in Germany. It has offices in Heidelberg, Frankfurt, Hamburg, London, Rotterdam and Palma de Mallorca. These locations in major cities with international food trade and diverse gastronomy have been carefully selected to ensure that our strengths are at their best.

Founded in 2010, FAWC has steadily grown from a family-run startup into a pan-European consulting firm with a carefully selected network and team of industry experts.

