



MEDIA KIT · 2026 EDITION

DAI MANUEL

Keynote speaker for leaders who are carrying a lot.

Vancouver keynote speaker, TEDx speaker and executive coach. Talks on burnout, resilience and leading change, built on nearly thirty years of coaching, operating and running a business.

Keynote · Workshop · Emcee

In person or virtual

Based in Vancouver

Speaking across Canada

Bookings and press

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daimanuel.com/speaking



01 **THREE TALKS PLANNERS BOOK MOST**

Each one is shaped to your audience after a planning call. All seven talks are at daimanuel.com/speaking.

01 SMART, DRIVEN, BURNED OUT FOR LEADERSHIP TEAMS, EXECUTIVES AND HIGH PERFORMERS Your audience leaves with • Name the real cost of running on empty • Spot the early signs in yourself and your team • Leave with one practical change to make this week	02 HOW TO BE A CHAMPION OF CHANGE FOR ORGANISATIONS CARRYING A CHANGE NOBODY ASKED FOR Your audience leaves with • Understand why change costs trust • Lead the human side, not just the plan • Keep people moving when the path is unclear	03 THE 2% SOLUTION FOR CONFERENCES, WELLNESS WEEKS AND WHOLE-COMPANY EVENTS Your audience leaves with • Thirty minutes a day: 15 moving, 5 still, 10 reading • Build habits that survive a busy calendar • A framework taught on stages since 2015
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KEYNOTE 45 to 60 minutes	WORKSHOP Half day or full day	LUNCH & LEARN 90 minutes	EMCEE Whole event
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02 WHY PEOPLE LISTEN

CrossFit BC owner	One of Canada's longest-running affiliates, and the first Vancouver gym with daily HYROX classes.
Fitness Town co-founder	Grew the business from 3 to 8 locations as COO.
Bestselling author	The Whole Life Fitness Manifesto.
National spokesperson	Canada Beef and Chicken Farmers of Canada, with TV, radio and print across Canada.
Host	The 2% Solution podcast and the Active Living Zone at The Wellness Show (12,000+ attendees).
Distinguished Toastmaster	The highest award in Toastmasters International, and a competition-winning speaker.
Red Bull HYROX Coaches Camp 2026	One of 60 coaches worldwide selected.

03 THIS YEAR, ON AND OFF THE STAGE

SPEAKING TOASTMASTERS INTERNATIONAL CONVENTION Session speaker at the 2026 convention in Vancouver, and invited to write for Toastmaster magazine.	MAIN STAGE VANCOUVER WELLNESS SHOW Creator of the Active Living Zone. Two talks and the men's health panel on the main stage.
COMPETING CROSSFIT GAMES, MEN 45-49 Qualified for the Age-Group Quarterfinals.	INDUSTRY INFOFIT FITNESS CAREER COLLEGE Program Advisory Committee member.

04 WATCH THE TEDX TALK



Why Vulnerability is a Human Thing

TEDxBearCreekPark, March 2021. On the script that tells men strength means silence.

WATCH AT [DAIMANUEL.COM/SPEAKING](https://daimanuel.com/speaking)

05 WHAT ORGANISERS AND CLIENTS SAY

PLACEHOLDER: APPROVED EVENT ORGANISER TESTIMONIAL TO BE ADDED

“Dai is one of the most engaging public speakers I’ve ever met. Not only is he extremely knowledgeable in what he does, but he also has the innate ability to inspire, motivate, understand, and guide you.”

Christian Giacobbe, keynote speaker and mentor

“Dai is one of the best in the business. He helps you with evidence-based, actionable steps instead of long theories that don’t work.”

Nico, coaching client

“I can rely on him 100% when it comes to getting feedback on different parts of my business.”

Jen R., JenRulon.com

06 **SPEAKING RATES**

Starting rates in CAD. The final fee depends on the brief, format, date and travel. Vancouver events carry no travel costs.

KEYNOTE

From \$3,000 CAD

45 to 60 minutes, tailored to your audience.

GUIDED WORKSHOP

From \$4,000 CAD, half-day

Half day or full day, in person or virtual.

LUNCH & LEARN

From \$500 CAD + \$50 per attendee

A tight 90-minute session over the lunch hour.

EMCEE & HOST

From \$2,500 CAD, half-day

Conferences, galas and community events.

07 **APPROVED BIOGRAPHY**

SHORT BIO

Dai Manuel is a Vancouver keynote speaker, executive coach, fitness business consultant and author. Known as Coach Moose, he brings nearly thirty years of coaching, operating and teaching to conversations about resilience, leadership, health and change.

FULL BIO

Dai Manuel is a Vancouver-based keynote speaker, executive coach, fitness business consultant and author of The Whole Life Fitness Manifesto. He runs MERGE Fitness Inc. and co-owns CrossFit BC with his wife, Christie. Over nearly thirty years in fitness and business, Dai has coached real people, led teams, carried payroll and helped founders navigate the work that does not fit neatly into a presentation. His talks combine those lived lessons with practical ideas on resilience, leadership, men's mental health and sustainable change. He is a TEDx speaker, Distinguished Toastmaster and host of The 2% Solution podcast.



08 **PRESS PHOTOS**

Approved for event promotion, interviews and editorial coverage. Credit: Dai Manuel. Download at daimanuel.com/media-kit.



KEYNOTE STAGE



MEDIA INTERVIEW



CROSSFIT BC



ON STAGE

09 **AS SEEN ON**

FOR BRAND PARTNERS

10 REACH, AS OF SEPTEMBER 2026

65K	41.7K	152.9K	14.3K	90K+	300+
Combined followers, Instagram, LinkedIn and Facebook	Instagram followers, verified	All-time podcast downloads	LinkedIn followers	Members in the LinkedIn group Dai founded	Media appearances

Audience: adults in midlife, mostly men (58/42), 56% aged 35 to 54. 51% United States, 10% Canada on Instagram; podcast listeners 59% US, 27% Canada.

PLACEHOLDER: RECENT CAMPAIGN EXAMPLE WITH VERIFIED RESULTS TO BE ADDED

11 BRANDS DAI HAS WORKED WITH

				
				
				Recent campaigns Viagra Canada The Wellness Show

12 PARTNERSHIP RATES

Starting rates in CAD, plus GST

INSTAGRAM REEL From \$4,000 Scripted, shot and edited by Dai. 30 days organic usage.	STORY SET, 4 FRAMES From \$3,000 Link sticker and call to action.	PODCAST MENTION From \$1,000 Host-read on The 2% Solution, kept for good.
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Ongoing partnerships receive preferred partner pricing. Paid usage or whitelisting from \$950 per 30 days. Category exclusivity from \$650.

13 AWARD-WINNING CONTENT

Ten awards across a decade of lists ranking Dai's writing among the best in health and fitness, including Breaking Muscle's Top 10 Fitness Blog Contest (2015) and GuidedMind's Top 101 Most Inspiring Blogs (2016).



LET'S TALK ABOUT YOUR ROOM

Send the date, audience and what you want people to do differently afterwards. Dai replies personally within two business days.

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daimanuel.com/speaking/quote

daimanuel.com/media-kit

Vancouver, BC · A MERGE Fitness Inc. company