MEDIA KIT, 2026 EDITION

# Dai Manuel

Keynote speaker. TEDx speaker. Emcee. Vancouver, Canada.

WHY PLANNERS BOOK DAI

# What your audience walks out with.

## 01 A room that leans in

Dai works with the room from the first minute: live polls, quick check-ins and stories people repeat at the coffee break.

## 02 Something to use on Monday

Every talk ends with a small, specific action. The 2% Leader sends teams home with a printable Team Kit.

## 03 An easy speaker to book

A planning call, a talk shaped to your brief, his own laptop and a lapel mic. Vancouver events carry no travel costs.

> "Dai's attentive approach allowed him to craft a well-being presentation that not only met but exceeded our expectations, setting a highly positive tone for the entire conference. The feedback we received regarding his presentation was overwhelmingly positive, with attendees remarking on how it precisely addressed their needs."
>
> Joel O., Director of Safety and Well-being, BC health authority

AS SEEN IN

**Forbes · HuffPost · CBC · CTV · Global News · National Post · The Globe and Mail · Chatelaine · Reader's Digest · Shape · MSN · Breakfast Television · The Vancouver Sun · CKNW**

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ABOUT DAI

# A speaker for leaders who are carrying a lot.

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 and co-owns CrossFit BC with his wife, Christie. Over 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.

**Pronouncing it? Dai rhymes with "dye", one syllable.**

AT A GLANCE

| | |
|---|---|
| TOPICS<br>Burnout, resilience, leading change | FORMATS<br>Keynote, workshop, lunch and learn, emcee |
| BASED IN<br>Vancouver, in person or virtual | KEYNOTES FROM<br>$3,000 CAD |

NEW FOR 2026

# The 2% Leader: Fuel the Driver

Fuel the Driver. Your team can only go as far as the person driving it. Most leaders in care-based work are brilliant at looking after everyone else and last on their own list. That cost doesn't stay private. Research shows a leader's mood spreads through a team, and a rough night of sleep for the boss shows up in the team's engagement the next day. The 2% Leader gives leaders a 30-minute daily rhythm, about 2% of the day, and a handful of simple team rituals that turn one person's habit into how the whole team works.

**For leaders of teams that look after other people. A 30-minute daily rhythm, four simple team rituals and a take-home Team Kit. Premiered at LUX Talks 2026.**

BEST FOR

Leadership teams, health and care organisations, managers' conferences and wellness weeks. Works as a keynote or a hands-on workshop.

FULL TALK PAGE

**daimanuel.com/speaking/the-2-percent-leader**

**Bring The 2% Leader to your event** daimanuel.com/speaking >

TALKS

# Eight signature talks

Each talk is shaped to your audience after a planning call. Full descriptions at daimanuel.com/speaking.

01

## The 2% Leader: Fuel the Driver

For leaders of teams that look after other people. A 30-minute daily rhythm, four simple team rituals and a take-home Team Kit. Premiered at LUX Talks 2026.

02

## The 2% Solution: Thirty Minutes to Transform Your Life

Thirty minutes is two percent of a day: fifteen minutes moving, five still and ten reading. Taught since 2015, and at the centre of Dai's book and podcast.

03

## How to Be a Champion of Change

For leaders and teams carrying a change nobody asked for. The human work required to move through change without losing trust.

04

## Smart, Driven, Burned Out

For high performers who are winning on paper and running on empty. Names the cost, then gives the room a practical way to change course.

# Eight signature talks, continued

## 05 The Transformative Power of Vulnerability in Men's Mental Health

Dai's TEDx talk challenges the script that tells men strength means silence, and what that script costs them.

## 06 Creating Engaging, Safe Learning Environments

For trainers, facilitators and anyone who teaches adults. Available as a facilitated workshop with a participant workbook.

## 07 Fuelling Your Life for Life: Nutrition Made Simple

Nutrition without the plan, the ban list or the tracking. Simple choices people can repeat in ordinary life.

## 08 The Heartbeat: Establishing Connection

Connection sits underneath leadership, culture and coaching. Why it matters and how to create more of it in the room.

FORMATS

# Built for your room.

## Keynote

A focused address shaped to the event and the people actually in it.

## Half-day workshop

More time, real participation and practical application. Nobody watches from the back.

## Emcee

Clear pacing, prepared transitions and a steady hand for the whole event.

## Virtual

The same talk, built for screens. Short segments, live polls and chat prompts keep people with you.

HOW BOOKING WORKS

1. Send the brief or book a 15-minute call.
2. Dai replies personally within two business days.
3. A planning call shapes the talk to your audience.
4. A clear quote follows, then the date is held.

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REACH AND CREDENTIALS

# Receipts, in one place.

**65K**
Combined followers across Instagram, LinkedIn and Facebook

**41.7K**
Instagram followers, verified

**152.9K**
All-time podcast downloads

**14.3K**
LinkedIn followers

**90K+**
Members in the LinkedIn group Dai founded

**300+**
Media appearances

| | |
|---|---|
| **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. |

THE LAST YEAR

# Where the work has shown up.

| | |
|---|---|
| SPEAKING | **Toastmasters International Convention**<br>Session speaker at the 2026 convention in Vancouver, and invited to write for Toastmaster magazine. |
| MAIN STAGE | **Vancouver Wellness Show**<br>Creator of the Active Living Zone. Two talks and the men's health panel on the main stage. |
| COMPETING | **CrossFit Games, Men 45-49**<br>Qualified for the Age-Group Quarterfinals. |
| INDUSTRY | **Infofit Fitness Career College**<br>Program Advisory Committee member. |
| COACHING | **Red Bull HYROX Coaches Camp**<br>One of 60 coaches worldwide selected for 2026. |

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WHAT ORGANISERS SAY

# In their words.

> "His was the last keynote during my last conference. I honestly didn't want to get on stage to close the event because it was so powerful and meaningful that I felt like I could only diminish it by saying anything."
>
> **David D., conference director**

> "Dai Manuel is a standout facilitator whose energy and expertise create a unique and memorable learning experience."
>
> **Jodie B., workshop participant and facilitator**

> "Any conference would be lucky to have him facilitate."
>
> **Ben B., event co-founder**

> "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**

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FOR PLANNERS AND HOSTS

# Bios, host intro and stage setup.

### SHORT BIO

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

### HOST INTRODUCTION (READ ALOUD, ABOUT 40 SECONDS)

Our next speaker has spent thirty years helping people get stronger, at work and in life. He co-founded Fitness Town and grew it from three locations to eight, co-owns CrossFit BC here in Vancouver, and has spoken on the TEDx stage. He is a Distinguished Toastmaster, the author of The Whole Life Fitness Manifesto and the host of The 2% Solution podcast. Today he is here to talk about what it really takes to lead well when you are carrying a lot. Please welcome Dai Manuel.

### STAGE SETUP

- Presents from his own laptop.
- Prefers a wireless lapel microphone.
- Pronunciation for the emcee: Dai, like “dye”, one syllable.

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RATES

# 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.

## Partnership rates

Starting rates in CAD, plus GST.

**Instagram Reel** — From $4,000
Scripted, shot and edited by Dai. Includes 30 days organic usage.

**Story set, 4 frames** — From $3,000
Four frames with link sticker and call to action.

**Podcast mention** — From $1,000
Host-read segment on The 2% Solution, kept in that episode for good.

BRANDS DAI HAS WORKED WITH

**Nike · lululemon · Under Armour · Microsoft · Starbucks · Best Buy · Dove Men+Care · Withings · Power Plate · Vari · QALO · canfitpro · Chicken Farmers of Canada · Canada Beef**

# Press-ready images.

High-resolution headshots and event photos are free to use with credit to Dai Manuel. Download them at daimanuel.com/media-kit.

BOOK DAI

# Let's make your event the one people talk about.

Dates, fit and format come first. Send the event details and Dai replies personally within two business days. A clear quote follows once the brief is set.

EMAIL

daimanuel@daimanuel.com

SPEAKING

daimanuel.com/speaking

MEDIA KIT

daimanuel.com/media-kit

BOOK A CALL

calendly.com/daimanuel-daimanuel/speaking-enquiry-call

Scan to check a date

Pronouncing it? Dai rhymes with “dye”.  A MERGE Fitness company. merge.fitness