
MATT DAY —

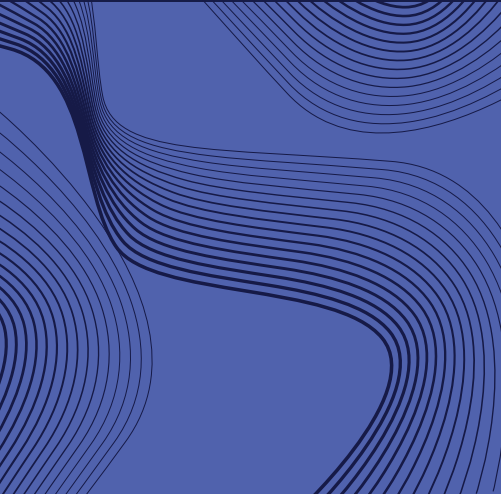
INSPIRING
ENTERTAINMENT
SOLUTIONS

CONTACT ME —

matt@mattday.ca
mattday.ca
780.446.0638

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A gradual increase in something.



The Crescendo Effect

Using live music, humour and story, The Crescendo Effect blends both keynote and workshop presentation models to engage, inspire and educate audiences from the perspective of a professional musician.



Matt Day

INSPIRING | ENTERTAINMENT | SOLUTIONS



“Thank you again for participating. Your preparation and presentation added significant value to our event. It was a delight to work with you.”

— *Sarah Pilkey*
Communications Assistant | CLPNA

The Crescendo Effect —

The Crescendo Effect is unique from other speaking presentations in that it uses music, anecdotes, humour and audience participation to explore key ideas. A previous client, Heather puts it this way; “Matt engaged our audience with funny anecdotes, covered every single one of the topics requested, and inspired us as he told his own struggles and triumphs in the music industry.”

Musical Topics Include —

- The Value of Collaboration
- The Skill of Deep Listening
- The Melody of Mental Health
- Celebrate Diversity
- Learn to Improvise
- Resolve Issues Off-Stage
- Play Through Your Mistakes
- Expand Your Repertoire
- The Value of Inclusion
- Play Each Other Back In
- Explore Your Creativity
- Harmony in the Workplace
- The Rhythm of Your Life

**number of topics depends on client direction and schedule.*

Profile —

Matt Day has been a professional musician, musical humourist, emcee and speaker for almost two decades. He has worked with hundreds of organizations in a variety of capacities across Alberta. Every week, Matt experiences the power of music at the Glenrose Rehabilitation Hospital in Edmonton where he works with patients in music care, developing effective programs that aid in rehab. His unique combination of work in the entertainment industry, the corporate world and with Alberta Health Services allows Matt to deliver engaging scenarios and concepts to his audiences.

“Matt’s performance was awesome in the way he blended the Quality Goals of our organization into his act. He’s truly a pioneer in his field; would always recommend him to add spice to any event.”

— *Rajneesh Wadhawan*
Enbridge Pipelines Inc.



Why The Crescendo Effect —

The Crescendo Effect is a beneficial presentation for organizations for the following reasons:

Engaging

Matt's experiences, music and wit keep audiences connected and engaged to the key ideas of the message.

Informative

Current trends and industry-relevant information is woven into the presentation so each group will take away valuable information and essential tools to increase effectiveness within their organization.

Interactive

Inviting groups to participate in fun and collaborative musical activities during the presentation helps illustrate points and make them memorable. Yes, you will likely sing together!

Experience

Working with a wide variety of organizations has allowed Matt to observe how healthy teams operate. Being a small business owner has taught Matt valuable lessons about working together, customer service, integrity and communication. And direct patient interaction has taught Matt a great deal about the power of music in whole-person health care.

Tailored

Length of presentation is determined by the amount of

points a client wishes to cover. Matt will speak with you to determine how best to support your vision for the presentation and to determine what topics would best address the specific needs of your group.

FAQs —

How long is the presentation?

That is up to you. Matt will tailor the length to fit your schedule. A keynote will normally be 45–60 mins while a workshop will run 90 mins or a half-day.

What technical requirements does Matt need?

Matt brings an electronic keyboard, a computer and various musical tools. He will require a PA system, 2 microphones and a projector. (And a coffee.)

What does Matt do within healthcare?

Matt develops and facilitates unique music care programs at the Glenrose Rehabilitation Hospital. This includes group music games, 1:1 sessions, music composition, sing-a-longs and music lessons. Patients affected by stroke, cognitive decline, brain injury, depression and other health issues benefit from the musical interactions.

What does Matt do as a corporate entertainer?

Matt provides musical entertainment, inspirational talks and musical humour to a wide variety of organizations within both the corporate and non-profit sectors.

What are People Saying? —

Comments from some attendees through the conference feedback form, AUPE Health Sector Conference, 2018.

“Thought his use of music was really cool, very funny and was a great speaker.”

“Involving presentation, life skills and helpful self care techniques. Awesome, he made you feel stress free. He was very social, friendly, powerful, very engaging and electric.”

“AMAZING! So applicable to work and to life. It was amazing to have a musical connection because music is fundamental in life. This class was more than fantastic!”

“His topics and discussion were very engaging and made me think on things and the reality about my life and being an individual.”

“Super fun learning experience, quick wit. Amazing, laughed and cried. Great interaction with members, music, slides and stats, great humour.”

“Really enjoyed Matt, would like to see him again, gets the point across. Great music, made me relaxed.”

“Best one! Motivating individual, quick wit and touched my heart at the same time. He needs to be cloned! What an awesome inspirational and motivational speaker! Makes you look at life from a different perspective.”

“Awesome, he took my negative look at things in my job and showed me how they can be amazing and rewarding.”

“Great way to incorporate music and to have a point, very motivational presentation. Loved it.”

“Loved it. So relatable and I can incorporate his teaching into the office.”

“Great seminar, had us laughing and crying from beginning to end.”

“Learned a lot from this course, I felt so refreshed.”

“Music is always a good tool to express thoughts and feelings, very inspiring, hope he will be speaking again in one of the other AUPE conferences.”

“Fantastic, my favourite! Very engaging, awesome music I could have been there all day.”



How Do I Book Matt? —

You can visit MattDay.ca for contact information.

Phone 780.446.0638

Email matt@mattday.ca

Client Testimonials —

"In my 27 years with the City, your presentation, without a doubt, was the best I've witnessed at a City AGM. I had many of our employees express super kudos for having you there!! I was not aware of all the places you've performed until I read your bio - and then was more than impressed. But after the presentation, I realized that your bio could never do justice to what we had the privilege of hearing! Your voice and expertise with the piano is, in my opinion, second to none -- yes, that includes Elton John!! The way you interwove information about the City into "The Crescendo Effect" was brilliant ... the message, itself, would be valuable to anyone - either at work or in their personal life! This was one of those good experiences that will remain in our memories forever!"

— **Laura C. Tidwell**

Executive Assistant to City Manager City of Fort Saskatchewan

"The NRCB staff thoroughly enjoyed Matt's musical talent, wit and humour at our staff retreat. Matt wrote two songs and incorporated pictures with a slide show that were tailor made for our organization, it was excellent!"

— **Peter Woloshyn**

CEO | Natural Resource
Conservation Board

"I am thrilled to let you know you were the highlight of the convention! Thank you for attending and entertaining us with your unique mix of stories, music and a customer service message."

— **Mercida Holstein**

FCIP, CIOP | Claims Manager | Alberta Motor Association



"Matt spoke to approximately 120 Health Care Security Professionals at our annual conference. On very short notice, Matt put in the extra time and effort to customize his motivational message. Matt received exceptional reviews from numerous people in attendance. Matt's combination of wit, humour, insight and motivational philosophies was a huge hit with an otherwise tough crowd. I would recommend Matt for any event where a public speaker is required to inspire, motivate, entertain, or just plain laugh."

— **Bob Stenhouse**

Executive Director, Protective Services | Alberta Health Services



"I wanted to send a note to say thank you again for all you did to make Leaders Forum a success! The feedback we have received on your inspiring keynote so far has been amazing. I sneaked a peak at the evaluations and literally almost every single one said 'More Matt Day!' or 'Matt was wonderful!'"

—Chelsea McLeod
Covenant Health

