

CORPORATE  MAGIC



## CONTACT

1925 Cedar Springs Rd.  
Dallas, TX 75201  
800.275.7026  
info@corporatemagicinc.com

## SERVICES

Event management  
Event production  
Theme development  
Creative solutions  
Motivation  
Execution methodology  
Speech writing & coaching  
Customer/internal communications  
Product positioning  
Business strategy consultation

## EVENT TYPES

Corporate events/meetings  
Sales meetings  
Product launches/reveals  
Franchise meetings  
Dealer meetings  
Incentive programs  
Shareholder/BOD meetings  
Trade shows  
Consumer events  
Centennials/celebrations  
Press events  
Road shows  
Television programs  
Product marketing  
Live broadcasts  
Webcasts

## SUPPORT SERVICES

Video production  
Stage/set design  
Social media integration  
Custom music creation  
Lighting & sound design  
Web site development  
Web/satellite broadcasts

## WHO WE ARE

Corporate Magic is a leading events production company that can help your organization deliver targeted messages in meaningful, memorable ways. We've planned and executed some of the most amazing events ever staged for some of the most successful companies on the planet, from Berkshire Hathaway to IBM, from Coca-Cola to Mazda. Since our beginning in 1986, we've developed a reputation for creative excellence, strategic insight, technical innovation and responsive service. Corporate Magic is led by the company's founder – CEO Jim Kirk – a creative visionary with a decades-long track record of success.

## WHAT WE DO

Companies both large and small turn to Corporate Magic for remarkable events of all kinds: corporate meetings, product launches, trade shows, consumer events, live broadcasts and many more. For a complete list of our services, look on the back.

## OUR PHILOSOPHY

We call ourselves “messaging architects” because we help change the hearts and minds of audiences by bringing powerful, pertinent messages to life. We believe that people remember how they felt about something long after they've forgotten what you told them. That's why each of our productions is designed to physically and emotionally move a specific audience – often through the integration of music and theatrical flair. As a result, each person feels, and remembers, the central message.

## OUR PROCESS

At Corporate Magic, we work closely with you to understand your goals, then develop strategies to help you achieve them. Once the message is in place, we plan every detail of your event, using a combination of big ideas and advanced technology to dazzle and delight your audience. Throughout the process, we're always available to address every question and concern. You won't find any “cookie-cutter” events here – everything we create is customized to your company, your industry and your audience.

## CAN WE HELP WITH YOUR NEXT EVENT?

LET'S TALK. CONTACT US TODAY AT 800.275.7026

1925 CEDAR SPRINGS, DALLAS, TX 75201



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#### EXECUTIVE LEADERSHIP



**JIM KIRK**  
CHIEF CREATIVE OFFICER

Owner, CEO & Chief Creative Officer  
[twitter.com/corpmagicceo](https://twitter.com/corpmagicceo)



**STEVEN DAHLEM**  
SENIOR CREATIVE DIRECTOR

Emmy Award-Winning Creative Director & Set Designer  
[twitter.com/SDahlem](https://twitter.com/SDahlem)



**JEFFREY N. KIRK**  
CHIEF OPERATING OFFICER

Managing all operations of Corporate Magic, Inc.  
[twitter.com/jeffreynkirk](https://twitter.com/jeffreynkirk)



**MARTIN GILLESPIE**  
CHIEF FINANCIAL OFFICER

Managing all assets of Corporate Magic, Inc.  
[twitter.com/corpmagicceo](https://twitter.com/corpmagicceo)



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## CLIENTS

Abilene Christian University  
Accor  
Aflac  
America's Best  
American Century  
American Standard  
American Suzuki Corporation  
American Suzuki Motor Corp.  
AMS Users' Group  
Aspen Technology  
Bayer Pharmaceuticals  
Baylor Healthcare System Foundation  
Belo Corporation  
Big 12 Conference  
Blockbuster  
Boy Scouts of America  
Braum's  
Caldor  
Campbell's Soup  
Chevrolet  
Children's Medical Center of Dallas  
Citgo  
Club Corp  
Coca-Cola  
Comp USA  
Coors  
Daisytek  
Dallas Cowboys  
DDB Needham  
Direct Selling Association  
Duron  
Ford New Holland  
FTD Group, Inc.  
FTS, Inc.  
Gaylord Entertainment Co.  
George W. Bush Foundation  
Girl Scouts of America  
Grundfos  
GSD&M  
GTE  
Hills  
Hitachi Data Systems  
Home Interiors  
Hosts Corporation  
IBM - AIM  
IBM - e-Business University  
IBM - Latin America  
IBM - Lotus  
IBM - Tech  
IBM - Tivoli  
IBM - Websphere  
IBM UK, Ltd.  
Incentive Travel, Inc.  
International Service Leadership  
Jaguar  
JCPenney  
Kawasaki  
Kimberly-Clark  
Kraft  
Land Rover / Range Rover  
Lennox  
LVMH  
M&M Mars  
Mazda North America  
MCI  
MFM  
Morningstar  
Motel 6  
National Association of Broadcasters  
NCR  
Nortel  
North Texas Super Bowl XLV  
- Host Committee  
Office Depot  
Oklahoma, The State of  
Opryland Productions  
Pier 1  
Pizza Hut  
Proctor & Gamble  
Prudential Real Estate  
Quaker State  
Radio Advertising Bureau  
Ramada  
Rent-A-Center  
Republican National Convention  
Host Committee - Tampa  
Revco/CVS  
Rite Aid Corporation  
Salvation Army  
Southern Methodist University  
Southland Corporations  
Texaco  
The Sherwin Williams Company  
The Sherwin Williams Company  
- Chemical Coatings  
The Sherwin Williams Company  
- Eastern Division  
The Sherwin Williams Company  
- South Western Division  
Thorn  
Tournament of Roses Parade  
Trammell Crow Company  
Trane  
Uncle Ben's  
University of Texas at Arlington  
Vignette  
Wendy's  
XANGO, LLC.  
YMCA