



# From Para To Dakar

Empowering people to reframe challenges,  
embrace change and separate from mediocrity.

---

*You don't have to be a motor bike fan to love this story. His message touched a diverse audience moving most to tears by the end of the evening. Never give up!*

**Kate Stubbs, Director, Interwaste**



# **CONTENTS**

- 03 One Pager**
- 04 Format**
- 05 Why Book Joey?**
- 06 Clients**
- 07 Author**
- 08 Easy to Work With**
- 09 Audio Visual Requirements**
- 10 More About Joey**
- 11 How to Book/Contact**





**Bestselling Author.  
Global Speaker.  
Adventurer.**

## PARA TO DAKAR - THE KEYNOTE

---

Joey's life journey is a tribute to the power of the human spirit and the ability to overcome seemingly insurmountable odds. In addition to learning to walk again after **being paralysed**, he went on to accomplish his childhood dream of **racing his motorbike in the Dakar Rally**, the toughest, most gruelling off-road race in the world.

'Para to Dakar' is significantly more than a keynote presentation. Through his expert use of suspense, humour, pacing and imagery, Joey creates a sensory experience that **immerses the audience directly into the journey**. With many easily relatable parallels to their own lives, audience members are left with a new perspective on their own challenges, practical insights and the renewed drive to chase their own goals and dreams.

*"His genuine, down-to-earth and heartfelt portrayal of the past few years of his life has touched us all so deeply, and his ability to easily and poignantly weave our theme into his story, is something few people would have been able to do."*

**Iolanda Ruggiero, Group Managing Executive, Nedbank Wealth**





## FORMAT

# 60 minute keynote talk.

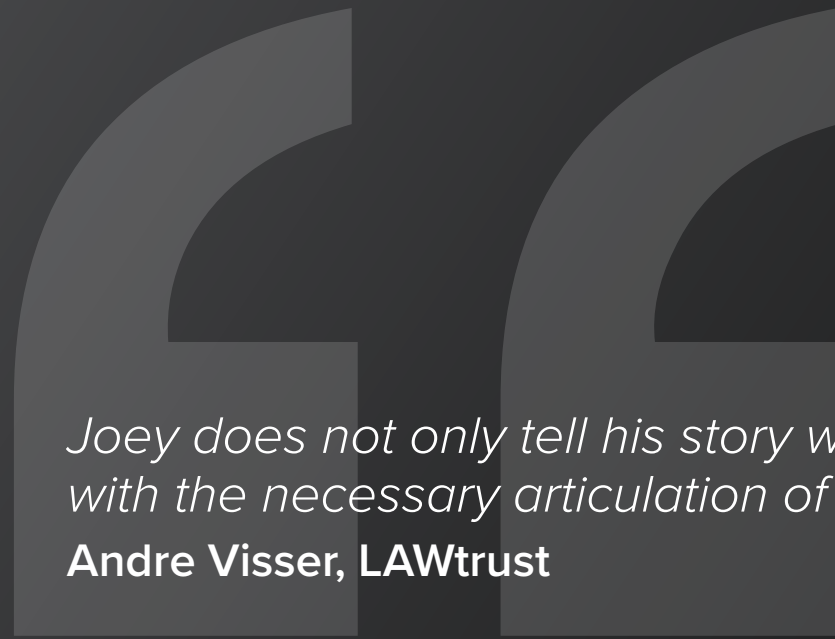
With optional Q&A.

With adept use of timing and suspense Joey captures the audience and then skillfully weaves the threads of his storyline along with key themes and takeaways.

The **optimal length** to maximise the impact of the keynote is **60 minutes**.

However, If need be, **Joey can deliver the keynote within 45 minutes** while still maintaining the high level of impact and emotion that 'From Para to Dakar' is known for.





*Joey does not only tell his story with passion, but also draws his audience in with the necessary articulation of an excellent speaker. Highly recommended.*

Andre Visser, LAWtrust

## WHY BOOK JOEY?

The impact of a guest speaker can make or break a conference. Joey has a proven track record of motivating teams, inspiring change and driving results at hundreds of events attended by thousands of people across 5 continents.

Joey is more than your typical motivational speaker. His down to earth personality brings a unique perspective and relatability to his presentations. Apart from his journey as an offroad racer and global adventurer, his experiences as a husband and father of 4 daughters have taught him the **importance of connection, empathy, and authenticity.**

When you choose Joey as your speaker, you're not just getting someone who knows how to motivate, you're getting someone who **understands the challenges and struggles that come with everyday life.** His warmth, humor, and genuineness make him relatable to a wide variety of audiences. You're not just investing in a great presentation, you're investing in **a speaker who weaves your theme's into his story.** Crafting a message that is both **authentic and effective.**





## CLEINTS

A few of the clients that have trusted Joey to inspire their teams across the globe.

*Joey's humbleness, gripping story-telling skills and pure grit took me from tears to laughter within seconds. He delivered a perspective changing message which will resonate with me, probably for forever.*

Linda van der Merwe, Marketing Manager, Dow DuPont Africa & Middle East



Mercedes-Benz



Unilever



"I have never read a better book to inspire one to not give up on their dreams."

Bryan (USA 🇺🇸)

Author





## EASY TO WORK WITH

---

Working with Joey is not just about getting a great speaker. Having faced and conquered many challenges, he has developed resilience and perseverance that make him highly **dependable**. With his friendly, approachable demeanor and excellent communication skills, Joey is a pleasure to work with from start to finish. From spending nights lost in the Sahara desert to a projector bulb blowing 2 minutes prior to presenting... Joey has proven he **stays calm under pressure**, is results focused and is always **part of the solution**.

When you book Joey as your speaker you are **setting your event up for success** and can rest easy knowing that you're in **safe hands**.

*Joey is one of the most phenomenal people I have met in three decades of Carte Blanche. His story is one of unbelievable courage, tenacity and belief.*

**Derek Watts, Journalist Anchor, Carte Blanche**





## AV REQUIREMENTS

Joey's presentation is PowerPoint based with embedded photos and videos that include sound. The aspect ratio is 16:9. He can play it directly off his MacBook Pro via HDMI or VGA with a 3.5mm headphone jack for audio.

Joey can also supply it on a flash drive to be played off any machine. He carries a standard presentation clicker and all the necessary attachments. Joey prefers a wireless, lavalier or countryman style microphone. A comfort monitor is required if the presentation is not played directly from his laptop on stage. Video recording of his presentation is strictly by prior arrangement.





## MORE ABOUT JOEY

# RIDDEN OVER 80 000KM THROUGHOUT AFRICA

Voted  
**SA OFFROAD  
BIKER  
OF THE YEAR**

SA Guild of Motorsport journalists (2017)



Professional member of  
**Global Speaker Federation  
& PSASA**

**JOEY**  
**EVANS**

