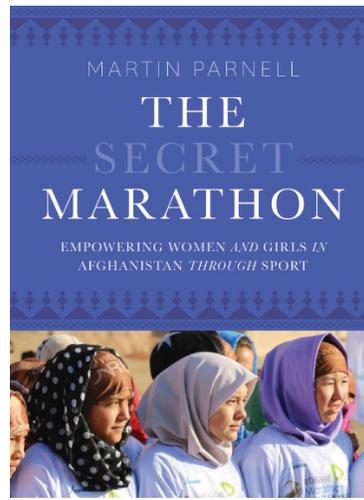




Martin Parnell

FINISH THE RACE ATTITUDE



The Secret Marathon:

Running and Working Together for Gender Equality

Why this topic?

Gender equality has never been more relevant than it is today and this presentation highlights the actions of a young woman named Zainab, who, in 2015, became the first ever Afghan woman to run a marathon. Martin was recovering from a clot on the brain and her story inspired him to travel to Afghanistan and run the 2016 Marathon of Afghanistan in support of the female runners. This is the story of Afghan girls and women who do not accept the status quo and who are taking action to change the role of women in their society. It is the story of strength, defiance, courage and pain. This issue is not confined to countries like Afghanistan. Gender inequality is rife in businesses and corporations across North America and it is topic that needs to be dealt with now.

Why your event?

This thought-provoking keynote is sure to get your participants thinking about gender equality and the issues they face on a daily basis. This is a universal topic and it makes great opening or closing experience at your event. It is guaranteed to generate a lot of discussion and will have a lasting impact on the audience.

Presentation Goal:

To show that we can all make a difference when it comes to demanding gender equality. The key is working together and not being silent on the issue. The goal of this presentation is to establish a “Call to Action” and the time to act is now.

Key Messages:

- Without gender equality, there is no equality.
- Do not let others deter you from your objectives.
- Help each other to achieve common goals.
- Perseverance and determination are the keys to success.
- Step out from the crowd and take action.
- Be committed to your ideals and stick to them.
- Offer support to others.
- Find like-minded people and utilize the power of the group.
- There is inspiration everywhere, be open to it.
- Share your dreams and others will come to you.
- Do not accept the status quo and stand firm when challenged.
- Take what you stand for seriously but don't take yourself seriously.
- You don't have to do a lot but you have to do something.

Added Value: The client will have the opportunity to:

- Stage a book signing.
- Receive copies of Martin's books for door prizes.
- Offer delegates the opportunity to participate in a 30 minute walk session with Martin on the morning of the event

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