

HUMAN FACTOR

Putting Magic In Your Meetings

THESE DAYS, EXECUTIVES CRAVE techniques that turn meetings into lively affairs. After all, an attentive staff is likely to be a productive one.

That's where Bill Herz comes in. The 33-year-old magician, who runs Magiccorp Productions Inc. in New York, designs special tricks that executives can perform at everything from major conventions and sales conferences to brainstorming sessions. "Magic gets your point across in an unusual and entertaining way," explains Herz. "Some executives won't run a meeting without performing a magic trick."

The key to Magiccorp's tricks is customization. For \$750 to \$40,000, Herz con-



Bill Herz teaches high-powered executives the fine art of illusion.

pires up individualized illusions that fit the needs of specific occasions and executives. "We don't have tricks on the shelf ready to go," he says.

When it comes to understanding executive magic, Herz may be the perfect person for the job. An amateur magician since the age of 8, he also has an MBA. "I was too much in love with magic to stop," he says.

Generally, smaller meetings need less-ambitious tricks, such as turning paper into money. Big meetings, for up to 1,800 people, require large-scale illusions. The chairman of a company, for example, might disappear and turn into the president. But even the most complex feats take only about 15 minutes to learn. Says Herz: "Magic helps us humanize the executive."