

Conference Presentation

THE REQUEST:

Enhance a conference presentation with humor to make it memorable

ATTENDEES:

500 executives with a major airline from around the United States

THE EVENT:

1-hour presentation during a conference held at Space Center Houston to prepare for the upcoming year's goals

WHAT WE DID:

Our facilitators introduced each segment of the airline president's speech with a humorous skit, often showing the opposite of the real objectives of the airline. The goal was to get everyone laughing and engaged so they were more open and receptive to the information he delivered.

The presentation addressed four cornerstones of the airline's plan to go forward into the next year:

1. Customer Service – Our skit poked fun at a *Ticket Agent* who took forever to change a customer's seat.
2. Productivity – In *Einstein Explains It All*, our “organizational expert” helped streamline the airline with a wacky definition of their motto and a large chart showing funny uses of the airline's acronyms.
3. Reliability – We enacted a hilarious slow motion *Rat Race* with music as we exemplified reaching the goal despite obstacles.
4. Working Together as a Team – Using one of our signature pieces, *In the Boardroom*, we portrayed a group of executives who morph into kindergartners

We ended with *Boarding Pass*, a skit that incorporated the airline's VIP's.

RESULTS:

The presentation was a huge hit! The audience loved poking gentle fun at both their industry and leadership, and especially enjoyed seeing the VIP's on stage.

“This was perfect – exactly what we were looking for. Thank you for making what could have been a dry and boring speech into something everyone enjoyed and will long remember.”



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