

# *The **FUN** side of Business – Alan Slater's take on the business world...*



- A Sample of **Fun Infused Presentations** to boost the impact and excitement of your business events.
- Presented by the inimitable and hugely entertaining **Alan Slater** who skilfully blends the right dose of humour to deliver pertinent and memorable business messages
- The subjects are “**Marketing Bloopers**”, “**Stories from the Planet Business**” and “**Why Put a Tutu on a Hippo?**”
- Each of these is an hour or more of **FUN** that will have you thinking for days after the aching jaw wears off!

Whether it's the inadequacy of marketing messages actually getting to the consumer; some of the more extreme examples of management from around the globe; or the feeling of freedom from casting off the shackles of out-dated rules –

- We're absolutely certain that you and your team will be entertained, informed **AND** inspired by these presentations.

Who knows – it might even change the way **YOU** do business...

**Call us to book Alan for your next memorable event!**

**Or e-mail us with your potential dates and preferences!**

## Marketing Bloopers...

Richard Nixon, erstwhile President of the United States of America began his defense of his role in the Watergate scandal with the words, *"Gentlemen. I know you think you understand, based on what you think you heard. But what you fail to understand, is that what you think you heard is not what I think I said"*.

I just laid down my rifle and applauded! What a **GREAT** defense of the indefensible!

Now given that **"marketing"** is all about getting people to buy things they don't need, at prices they can't afford and with money they haven't got, how much honesty can you realistically expect to find in marketing materials, packaging and messages?

The aisles of Coles and Woolies, along with many other outlets, are full of some great examples of **caveat emptor** (buyer beware!) that Alan will share with your audience.

### Content:

- Some of the **CRAZY** attempts at getting us buy "stuff"...
- What they say is **not** necessarily what they mean...
- Statements of the glaringly **b\$##@y** obvious!!!
- How to make sure that what you think you said **IS** what they think they heard

### Occasions:

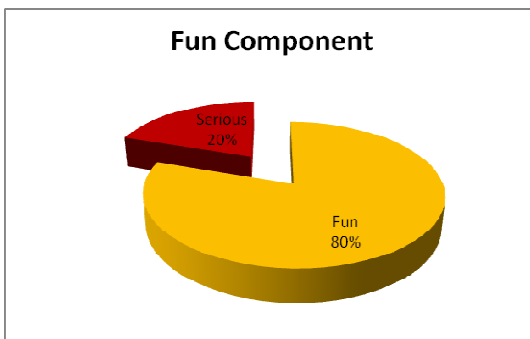
Company Parties, Retreats, Celebrations, Corporate Client Entertainment, Networking Events

### Audience:

Company Staff (all management levels), Association Members, Company Stakeholders (suppliers, customers, and business partners), and Staff Family members (Family – friendly event)

### Duration:

30 to 60 minutes



This is mainly a Fun presentation with a ratio of Fun to Serious Business Messages of 80% to 20%.

## Stories from the Planet Business...

Alan has worked all over (most) of the world, with a huge amount of time spent in Europe, the former Soviet Union, Central Europe and Asia, as well as the People's Republic of Australia.

Over the last twenty years he's met more brilliant, cranky, innovative and downright crazy people than you could shake a didgeridoo at.

Unfortunately most of them were **"managers"** of one sort or another (an interesting mixture of **"accidental"** and **"on purpose"** managers) – and whilst some were just plain wonderful, some should not have been allowed to manage garden gnomes!

The good thing is that we can learn from them **ALL** – what to do more of, what to do less of and what to not even think about!

Alan will share some of his lessons with your team and help them to even better at managing people **AND** tasks!

### Content:

- European Heaven or European Hell...hard to tell, really...
- Behind the Iron Curtain – the Net Curtain that was even more impenetrable
- The Land of the Free and The Land of Hope and Glory – I don't think so!
- Aussie, Aussie, Aussie – er...er...er...

### Occasions:

Conferences, Meetings with Overseas Partners, Company Events, especially suitable for National/ Global companies, including Exporters and Importers

### Audience:

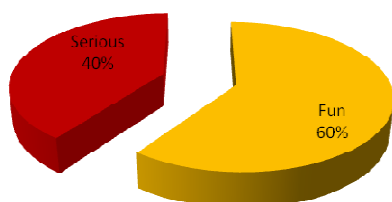
Company Staff (all management levels), Association Members, and Company Stakeholders (suppliers, customers, and business partners)

### Duration:

1 to 2 hours



### Fun Component



This is a balanced Fun presentation with a ratio of Fun to Serious Business Messages of 60% to 40%.

## Why Put a Tutu on a Hippo?

If just **ONE** more well-intentioned, but severely irritating CEO says to me that, “People are our most valuable asset” or one more HR Manager says, “There’s no “I” in team” or, even worse, one more CFO says, “We are committed to transparency in the way we do business”, then I may have to resort to violence!

I’m not sure which came first – the “Rules” or the “clichés”, but I’m pretty sure that the best way forward to bust some of those restricting and unnecessary rules.

In business there should be no sacred cows, no no-go areas and certainly no, “we’ve always done it this way” mentality – and yes those attitudes **ARE** still alive and kicking in 2011!

Let’s look at those we should keep and cherish and let’s boot out those that have **NO** place in our organisations – and let’s start **NOW!**

- The “Rules” of business and how to bend, break or blast ‘em to hell!!!
- Rules about Management, Leadership and Change...
- Rules about Work, Promotion and Risk...
- Rules about Communications, People and Relationships...
- And Rules about Rules!!!

### Occasions:

Conferences, Management Meetings, Professional Development Days, Planning/ Strategy Days, Company Events, Round Tables, Retreats, Networking Events

### Audience:

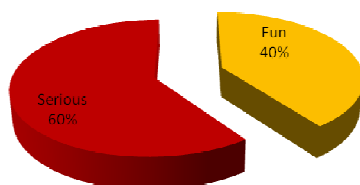
Company Staff (all management levels but especially relevant to Senior Managers, Managers and Supervisors), Association Members, Company Stakeholders (suppliers, customers, and business partners)

### Duration:

60 minutes to a full day – very flexible – can be adapted to a training/development opportunity



Fun Component



This presentation is more business but still presented with a high dose of humour and entertaining examples. The Ratio of Fun to Serious Business Messages is 40% to 60%.

# Alan Slater

---

- English humour
- Story telling
- 30 years of business and management experience
- 12 countries
- Keen Observation + Spicy Creativity
- A generous pinch of Outrageousness / Silliness



...And a few extra, secret ingredients...

All mixed in an exotic concoction to create the inimitable and hugely entertaining **Alan Slater**.

Alan skillfully blends the right dose of humour to deliver relevant and memorable business messages.

Alan's unique ability to creatively link events, people, objects and places to deliver a story which highlights important concepts, whilst everyone is having a great time has been greatly appreciated by a huge variety of audiences across the globe

Alan has MC-ed, led, presented and entertained a veritable smorgasbord of events – from a V.I.P. conference for 200 Chinese business people and politicians, a major International Donor Conference in Budapest, hundreds of presentations in Europe, China and Australia, to purely fun events such as MC-ing a St Patrick's celebration in Shenyang (China) and appearing at the Comix Comedy Cellar in Adelaide as well as dozens of local community events.

Alan's rich experience from having been immersed into so many cultures –

( – He worked in the Arctic, but cannot ski...)

( – He worked in Chernobyl, but doesn't glow in the dark...)

( – He worked in Russia, but doesn't drink vodka – or at least not now!)

adds depth, colour and flair to his presentations to create truly memorable and hugely enjoyable events for both the business and social communities.