

# SCOTT BLOOM

The Power Of Laughter. The Language Of Business.

June 2024

## IT'S A WRAP!

From the Quintessential Choice for Business Humor

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## A JUNE BLOOM

And Why Not?

Here are the Highlights



A VERY GOOD  
CROP OF JOBS  
CAME UP  
FOR BLOOM  
IN THE  
FIRST HALF OF 2024

**Starting in January  
It Was  
All About AWARDS**

The New Year always rushes in with an array of television, movie and music awards shows. It was no different in the corporate world. Plans were being



**Notable Podcasts  
with Some of the  
Industry's Best  
Also Popped Up  
in the  
First Half of 2024**

developed for the onslaught of recognition programs that looked and felt like a grand celebration of ambition and know how. And it was no secret that it takes a special kind of emcee to lead that kind of program and nobody does it better than Scott.

Notable highlights included the **Citizens Awards of Excellence for the 7th time** as well a prestigious **Pharmaceutical Recognition Program** in Orlando followed by another **Pharma Awards Show** in Phoenix to name a few.

## The Midway Point Marked KEYNOTE Moments and GAME SHOW Fun

Scott opened the **North Carolina Healthcare Engineering Association Spring Seminar** with his Comedic Keynote and crushed it.

And who would have guessed ... he followed this with Game Show notes that bloomed big-time with clients like **Citizens** and **Buick at the Final Four**

## And Then In May There Was HOSTING In Manila

Providing end-to-end digital business services, **Teleperformance** gathered 75 partners and prospects - high level executives from companies like Delta, LinkedIn, Amazon and GoDaddy - to the Philippines for an immersive experience in managing Customer Service Centers with cultural sensitivity.

Aside from Philippine excursions that brought the attendees face to face with the nuances of the islands, they also planned for some rich lessons in making connections. That said, Scott hosted the business sessions with the primary goal of forging strong relationships. He actually astounded the audience by memorizing all 75 of the attendee names.

He established the value of taking the time to learn about his constituents on a personal level and he left them speechless; but on their feet for a standing 'O'.

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**KATE PATAY**  
VP of Engagement | Terramar DMC

Kate Patay, CPCE, vice president of engagement at Terramar, a DMC Network Company, is a prominent industry professional known globally for unique events, strategic partnerships and impactful experiences. She speaks internationally on an array of topics, serves on the board of the SEMAHL Foundation and is obsessed with Taylor Swift and getting a pedicure.



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**JOHNNY CROWDER**  
Keynote Speaker | Founder & CEO, Cope Notes

A self-proclaimed brain changer and keynote, Johnny is a suicide/abuse survivor, TEDx speaker, Certified Peer Recovery Specialist, and the Founder & CEO of Cope Notes, a text-based mental health platform that provides daily support. Since his first keynote in 2011, Johnny's refreshing, candid perspective has attracted praise from hundreds of outlets, including Entrepreneur Magazine, Forbes, and CNN World.



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**DIETMAR DAHMEN**  
Global Keynote Speaker and Founder | Brainkicks GmbH


Founder of Brainkicks GmbH, Dietmar started his career in advertising working for some of the biggest agencies in the world. Today, he's a global speaker, author, coach and motivator, and a top business expert on innovation, disruption, and trends of the future. He helps bring change to global clients, is involved with various start-ups and is the expert for future marketing and disruptive technology.



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**ROB FERRE**  
Speaker, Game Show Host, Master of Ceremonies

Rob Ferre, CSP, has spent most of his career getting people engaged in an experience as a speaker, host and entertainer. He founded his company, Life of the Party Entertainment, after spending 3 years in the family entertainment capital of the world, Orlando, FL. Today, Rob accesses for organizations, conferences, association, and community events.



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**ANNA MADER & MATT SCHRADER**  
Heads of Creative and Client Experiences | XD Agency

XDA is an award-winning creative agency that takes brand stories and produces personal, insights-fueled experiences that deeply resonate with audiences. Anna Mader and Matt Schrader, Heads of Creative and Client Experiences, respectively, create brand defining moments for the humans at the center of it all, that have the power to shift culture.



When *No More Bad Events* was launched, the podcast promised to deliver legendary event planners to the table in order to share an expert insider's look into the world of flawless event execution, insider secrets, non-traditional approaches and must-





## Not to mention HOSTING Responsibilities Stateside

A publicly-traded cyber resilience and data management software company, **Commvault** brought 1000 sales professional together last month for their first Sales Kick-Off meeting in four years. And their message was big .... 'Make Shift Happen'. And indeed they did. They started with that bold, active statement which was then underpinned and advanced by their bold, super-active host. Namely, **Scott Bloom**.

And then, 1200 pharmaceutical reps gathered in Dallas for the launch of two new indications for a successful drug already in use... and Scott was there to support the launch in both general sessions and in a broadcast piece. They put Scott on a live panel AND behind the camera for closed circuit hotel room distribution in Dallas.



have tactics. *No More Bad Events* has indeed delivered on the GOATS of the industry as well as on the content.

The first half of 2024 was awesome ...

## Wait Til You See the Line-up of Guests Expected in the Second Half

June podcasts include:

**JT LONG**  
VP and Content Director  
Smart Meetings



**KATHRYN FRANKSON**  
Global Director of Marketing  
Money 20/20



The balance of the 2nd half summertime line-up will include:



**TAHIRA ENDEAN**  
Head of Program at IMEX

**JEFF CIVILICO**  
The indubitable master of  
corporate event entertainment

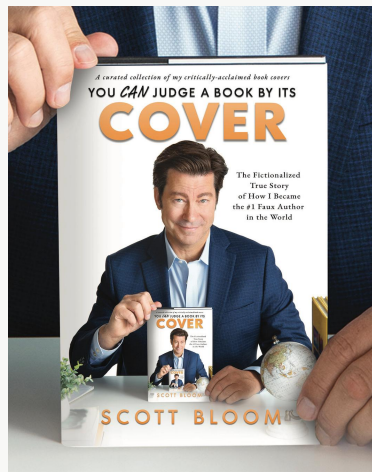
**GIANNI GUADINI**  
Experience Architect and  
Event Consultant

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## **A Where's Waldo? (and in this Case) Where's Scott? contest**

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Find Scott in the 'blooming' flower image above.  
Email your response to [dawn@scottbloom.net](mailto:dawn@scottbloom.net)  
and WIN a copy of Scott's book,  
*'You Can Judge a Book by Its Cover'*  
for the correct answer.  
It's a very funny summer read!



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## **More to Come in 2024**

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Looking at the first half of 2024 activity, it's clear that Scott is firmly entrenched in the events world in several capacities. He's an excellent awards host, a kick-ass comedic keynote, a game show master, an incredible event emcee, an author and now a recognized podcaster. The latter has given Scott such incredible insights into what makes the industry tick. Between that and his established working relationships with some of the best in the business, he's able to come to the event table with behind-the-scenes perspectives and an understanding of what goes into developing successful moments that resonate. And as such, he's a super knowledgeable partner and collaborator.

As Scott approaches the second half of 2024, he's grateful for your support and happy to report that there is some big activity in the wings. So stand by, the event world is all a- BLOOM!

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## AND IN CLOSING

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