

SCOTT BLOOM

The Power Of Laughter. The Language Of Business.

July 2024

IT'S A WRAP!

From the Quintessential Choice for Business Humor

A SUMMER READ

A Mixed Bag of Short Stories Starting with This Guy



IT'S A FUNNY THING!
Scott Opens
AAMI'S Exchange24
with a
Comedic Keynote

The 2024 edition of the premier healthcare



technology management (HTM) conference was held in Phoenix, last month.

With a schedule packed with education sessions, technical training, and expo hall events, AAMI, the Association for the Advancement of Medical Instrumentation, wanted to open the meeting with keynote speaker who had the capacity to set the stage for the conference with excitement and fun. To establish connections from the get go. To open minds to receiving new information. And to set a lively tone for the balance of the meeting.

According to the event planner, Scott's keynote entitled, "IT'S A FUNNY THING. How Laughter Connects People and Cultivates Engagement", did just that!

A customized, entertaining, laugh out loud keynote, Scott was able to open a typically jaded healthcare technology crowd to all of the possibilities that the conference afforded.



And According to the Client

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Thank you so much

FIVE SOLID REASONS TO CONSIDER AN OPENING COMEDIC KEYNOTE SPEAKER

Top Line Secret:
A Comedic Keynote
Unlocks the Way for
Overall Conference
Success

Opening a conference with a comedic keynote can offer numerous benefits. Let's start with the obvious. In addition to unlocking the success of the overall conference, it can serve a literal "wake up" call to early morning starts. Here are FIVE more reasons:

It Creates Engagement and Energy

Comedy captivates the audience's attention and sets a lively, energetic tone for the conference.

It's an Ice-Breaker Humor can serve as an excellent ice-breaker, making the attendees feel more comfortable and open.

It Fosters a Positive Atmosphere

Starting with laughter fosters a positive and enjoyable atmosphere. This can improve attendees' mood and receptivity to the content presented throughout the conference.

It Creates Connections Humor can create a sense of connection and community among attendees. Shared laughter can break down barriers and foster a sense of camaraderie.

And It Sets a Tone: A comedic keynote can set a tone of openness and creativity for the

for contributing
to the success
of AAMI eXchange.

Your energy lifted
the whole event and
our attendees loved it!

Comedy really is the
best medicine
and having the
opportunity to laugh
and come together
as a community
was so refreshing!

The way you took the time
to learn about
our industry and stakeholders;
and then to work
our attendees
into your keynote
was the icing on the cake!
Thank you!

Robert Burroughs,
Chief Learning and Development Officer, AAMI

rest of the conference,
encouraging speakers and
attendees to think outside the
box and engage more freely.

There are many additional
benefits that attend having an
opening keynote from boosting
morale to reducing stress and
providing versatility but suffice it
to say that Integrating a comedic
keynote into the opening of a
conference can significantly
enhance the overall experience,
making it more engaging,
enjoyable, and memorable for all
attendees.

AND THE TOP TEN REASONS TO CONSIDER THIS GUY

Affable
Funny
Easy to Work With
Dedicated
Versatile
Business-Oriented
Client-Focused
Knowledge of Production
30 Years Experience
Loved by the Industry

The Summer Side Show

Serious Summer Book Reads

For the Satirist in All of Us



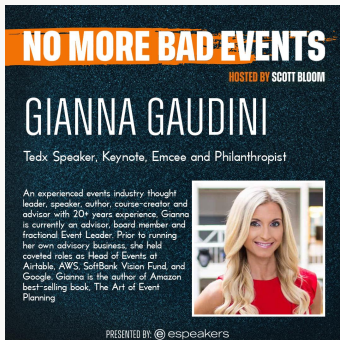
A Two Year Anniversary and Some Seriously Funny Interviews...

And just like that and in the blink of an eye, Scott is celebrating his two year anniversary as podcast host for *No More Bad Events*. And it's been quite an amazing journey experienced with the best in the industry. And there's a lot more to come. Here's the latest and greatest hits. Please tune in.



JEFF CIVILLICO

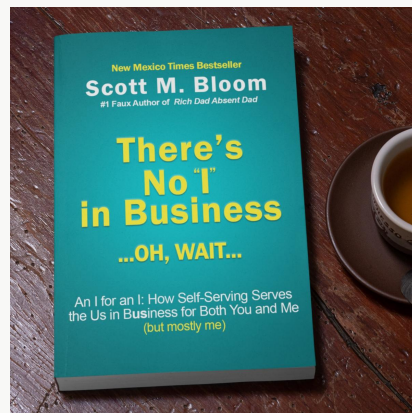
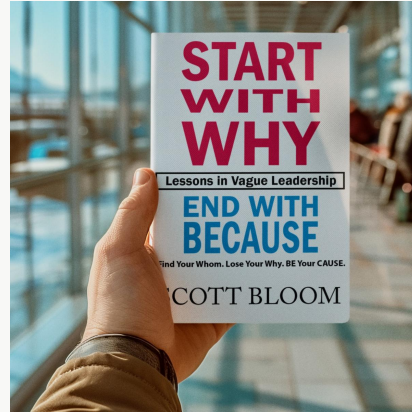
The Indubitable Master of Corporate Event Speaking and Entertainment



GIANNA GAUDINI

Experience Architect and Event Consultant

Almost 5 years ago, Scott released his first book, *You CAN Judge a Book by Its Cover*. to rave reviews. Since then, he's been busy writing more VERY funny satirical takes on self-help books.



And As Always...



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