

SCOTT BLOOM

The Power Of Laughter. The Language Of Business.

October 2024

IT'S A WRAP!

From the Quintessential Choice for Business Humor

Back Again for the 5th Time
Scott Bloom Hosts the
Pacific Life
'Oceans of Opportunity'
Educational Symposium



The Pacific Life Education Symposium, recently held in Huntington Beach CA at the Hyatt Regency, brought together over 400 of the company's top-

performing independent producers, field representatives, home office employees and senior management for an engaging and educational event.

And none other than Scott Bloom hosted. His fifth year at the helm, Scott was charged with keeping energy levels elevated and attendees engaged throughout. And according to Tamu McCreary, AVP Meetings & Events, Scott delivered.

His humorous engagement pieces for both morning and afternoon sessions set the perfect tone for the day's activities; while his interactive elements fostered engagement and team-building.

As an example, Scott facilitated an on-stage exercise between attendees called *Affirmation Echo* to demonstrate the importance of trust and support in collaborative work environments. He also played *Gauge My Age*, a liberating, shout-out-loud game designed to get attendees to break down barriers.

Between his gregarious welcomes, executive intros, interstitial comedic moments and the games, Scott rode in on Pacific Life's wave of success.

Riding the Wave in from Huntingdon Beach to Indian Wells, CA





IT'S A FUNNY THING!

Scott Opens CAPPS with a Comedic Keynote that Blows the Lid Off the Meeting

According to Kim Rust, president, Educational Advisors... **"Scott set the bar very high for next year's planning committee."**

Rust was referring to the annual CAPPS meeting held this past month at the Grand Hyatt in Indian Wells, CA.

The mission of CAPPS, the California Association of Private Postsecondary Schools, is to serve the California private postsecondary sector by advocating for the interests of its members and students; and by providing professional development opportunities.

With this goal in view, the CAPPS meeting is

hello!
MY NAME IS

A Sidebar on Why Remembering Someone's Name Has a Powerful Effect

As illustrated in the CAPPS article to the left, remembering someone's name has a surprisingly profound outcome, both personally and professionally. Here are 5 big benefits:

ground zero for education and networking. And it's critical that the attendees start off by being open to new data, strategies, direction and to one another.

However, to be open with each other and to make the connection often takes a little extra encouragement and to that end, Scott's Keynote kicked in and the stage was set to connect with, to energize and to inspire the audience.

He started by demonstrating how personal engagement can enhance rapport and trust. And he did that by ...

**memorizing the names
of all 95 members
from 5 major colleges who
were in attendance**

Once the collegial roll call was complete, they were open for learning, networking and new experiences. Exactly the goal of CAPPS.

Actually, in his Keynote, *It's a Funny Thing*, Scott uses the power of laughter and the language of business to break down barriers and to build genuine connections, setting a vibrant tone from the start.

The name memorization is just one dynamic and unforgettable tool in his arsenal to help him teach the art of inclusion and getting people to relax and engage.

Other tools include exercises and games; all of which Scott tapped into and all of which kept the momentum going. No doubt, Scott topped off CAPPS in a big way

Shows Respect and Value: Using someone's name signals that you respect and value them, which fosters a more positive connection.

Builds Trust and Rapport: Remembering names helps build trust, as it creates a feeling of familiarity and personal connection.

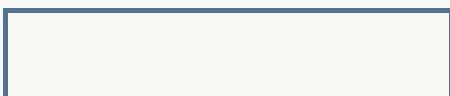
Enhances Ability to Influence and Persuade: People are more likely to listen to or be persuaded by someone who remembers their name.

Improves Team Dynamics: In workplace settings, knowing team members' names helps foster a collaborative environment.

Helps with Networking: Being able to recall names in networking situations can give you a competitive advantage. It shows you're attentive and interested, which can lead to new opportunities and strong professional relationships.

Remembering names may take some practice, but it's a small effort that often makes a big impact.

**Listen and Learn, Read It and Weep
(With Laughter)**



A "No More Bad Events" Triple Threat is on the Docket

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DAVID T. STEVENS
Co-founder | Olympian Meeting

A 20-year veteran planner and 6x Fittest Male #EventProf, David is the co-founder of the event-wellness consulting firm Olympian Meeting™ where he conceptualized a white paper on the increased ROI that can result from incorporating wellness elements into a meeting. David has also been on the speaking circuit since 2022 and has presented to his industry peers and private institutions.



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LIZ LATHAN
Co-Founder | The Community Factory and Club Ichi

Co-Founder of the Community Factory and Club Ichi, Liz is passionate about creating belonging at events through transformational gatherings that activate, grow, and engage communities. The Factory creates peer connections through spontaneous think tanks, experiential field and small event programs, while Club Ichi is a membership club for B2B event professionals offering tailored content and exceptional networking opportunities.



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WILL CURRAN
Head of Klik | Bizzabo

At the vanguard of wearable event technology innovation, Will Curran is not only the Head of Klik, but the visionary founder of Endless Events and the host of several industry-renowned podcasts. Will's accolades include being recognized as one of the "40 under 40" event industry leaders as well as one of the 35 entrepreneurs under 35.



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And In Closing...



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