

## Case Study: Comedy Boosts Morale of Conference Attendees

### The Problem...

Every year the National Guard Association of Arizona has a joint conference between the Army and the Air Force. This conference is normally attended by Senior Civilians, officers from both military branches, including Governors, Generals and other dignitaries from the hosting State and Washington DC. The traditional guest speaker, selling his new book format, was no longer working. Morale was low and attendance at the event was dropping year over year.

### The Solution...

The organizing committee for the conference agreed they would break away "Comedy Guy" was hired to scope, design and present the comedic entertainment for the evening.

### The Value...

Hiring Brian helped improve attendance by 15% for the annual event. Brian's performance was talked about for months after the event; which helped to improve morale and anticipation for next year's event. Brian's CLEAN "Comedy for Couples" approach to marriage, parenting and relationships in general, allowed him to engage both male and female audience members. He helped people see and laugh at the little things that are common in our everyday lives.

### Testimonial...



"Hiring Brian was the best decision I ever made while planning multiple conferences. His dependability, enthusiasm, dedication to the craft was second to none. He made an impact in our organization for months after the event. People were literally rolling out of their chairs. I would definitely hire Brian again in the future. He's GREAT!"

Jeffrey S. Tipton, Colonel, Field Artillery