

Case Study: Dr. Robert Rohm, Sharon Baptist Church

The Problem...

The traditional format for the Sharon Baptist Church Annual Marriage Retreat consists of 3 days retreat off site, with multiple training/learning sessions. Prior to each sessions there would be a musician playing different styles of relaxing music. By the time the trainer would start the next session the audience would often be too relaxed and even asleep. This made it hard for the speakers who first had to re-energize and wake-up the audience before starting their sessions. The pre-session entertainment was not working and needed to change.

The Solution...

The Sharon Baptist Church annual marriage retreat organizing committee decided to hire a comedian to re-energize the room with 10-15 minute sets prior to each training/learning session. Brian McKay "The Clean Comedy Guy" was hired to scope, design and present the comedic entertainment for their event.

The Value...

Hiring Brian helped raise the energy in the room and lighten the mood. The couples were engaged and enjoying themselves as they prepared for each portion of the conference to begin. By the time the guest speakers started their session, the audience was energized, happy and ready to learn. Brian's "Comedy for Couples" observations on marriage, parenting and relationships in general were hilarious! His material was CLEAN and greatly contributed to the success of the event.

Testimonial...



"I have heard plenty of comedians in my life. Many of them are very funny; however, you just would not want your wife or children to be present as they spoke! Brian McKay is funny, relevant and clean! In my opinion he has had to work harder on his material in order to be funny and clean at the same time. That is why he is funnier than most comedians. He has found a way to help people laugh at the little things other comedians often overlook. Do yourself a favor – go hear Brian McKay – take your family if you want to - you will be glad you did! – Robert A. Rohm, Ph.D. – Teaching Pastor, Sharon Baptist Church