



Dear Greg,

I wanted to take a moment to express my sincere thanks, appreciation and amazement in your ability to put on a show that was infinitely more entertaining and informative than any corporate event I've been involved with.

Being that I work for Safeco's advertising agency, Publicis in the West, I was nervous about being charged with planning the employee launch event for their new E.S.P platform.

My goal was to have the event be either informative or entertaining, assuming that it could never be both. My plan was simple, either the crowd would walk away amused, content with a break from their normal day or they would leave with a stronger understanding of the E.S.P product. But there was no way that both would happen, or so I thought.

Never before have I seen anyone seamlessly weave complex product and corporate messaging with a truly entertaining act. You were able to take a multifaceted, insurance industry specific topic and explain it to a group of professionals that left them completely informed, teary eyed with laughter and amazed at what just transpired, all at the same time.

My client thought I was a genius for finding such an amazing entertainer and passed that praise along to my boss at the agency who passed it along to his boss as a sign that we successfully strengthened the relationship between the advertising agency and one of our biggest clients. I then passed that praise along to my parents as a sign that my college education wasn't a waste. So, from both a professional and personal angle, thank you for an amazingly successful, and highly entertaining event.

Sincerely,  
Tyson Flandreau

Senior Account Executive  
Publicis in the West

IMPACT PRESENTER **GREG**  
**BENNICK**  
www.gregbennick.com impact@gregbennick.com 888.664.4904