

# john EMCEE · IMPERSONATOR · KEYNOTE Di DOMENICO

AN UNCHARACTERISTIC NEWSLETTER | JUNE 2024

## A SPECIAL EDITION John in Character



CONVOSO  
and  
Austin Powers  
Increase  
Booth Traffic  
and  
Customer Engagement  
at Major Trade Show

For 25 years, Customer Contact Week (CCW) has brought the top executives in the Contact Center industry together to connect, share ideas and insights, and build relationships.



This year, the event was held in Las Vegas at the USA Caesars Forum Conference Center and Convoso, a provider of leading cloud-based call center software, was not going to miss the opportunity to use their exhibit space to build brand recognition, to educate and to capture qualified leads. But first they had to capture attention.

And there was no one more bodacious than Austin Powers to draw in a crowd. Armed with lots of messaging points like "So hello baby, do you do any outbound dialing... any proactive outreach... if you know what I mean?", Austin went to town.

Many more Convoso-buyer benefits were converted to leading questions posed by

"So hello baby...  
do you do any  
outbound dialing...  
any proactive  
outreach... if you know  
what I mean?"

Austin Powers  
International Man of Mystery

international man of mystery, lots of meet and greet selfie moments were had, but most importantly, Austin ignited interest and turned over passers-by to the Convoso sales team.

It was a successful and very smart execution of blending high level messaging and infotainment in the form of character impersonations. And according to the Convoso executive team, Austin nailed it.

## From Tradeshow Exhibits to the Presidential Podium to the Courtroom Floor

In the Guise of  
Trump,  
John Supports the  
AUsome Allen  
Foundation



The AUsome Allen Foundation

Celebrities on the Witness Stand



John Plays  
Jimmy Kimmel and  
George Santos  
at MAGNA Legal Services'  
*'Chopped for CHOP'*

A Mock Trial  
Fundraiser Challenge

helps special needs heroes of ALL ages and ALL abilities feel included and loved while providing them with knowledge and comfort to give them the fullest life possible.

To that end, they host events throughout the year for special needs to raise money to make dreams come true.

In June, they staged an event with America's Got Talent winner, Michael Grimm and special surprise guest, Donald Trump. It was "beautiful" "unbelievable" and "fantastic" and with The Donald's support (aka John) they raked in "millions".

Ok, and in pure Trump style -- a complete exaggeration -- but all the same, the benefit was a "huge" success. As was John.

According to Joe Lilly, Producer:

**"This was the second time I've worked with John. He's hilarious, well-prepared, and very engaging. I give him a rating of 34 stars out of 10."**



Benefitting the Children's Hospital of Philadelphia

MAGNA Legal Services' Annual Competitive Mock Trial Conference "Chopped for CHOP (Children's Hospital of Philadelphia)" is a two-day program, consisting of unique, interactive micro panel workshops as well as the mock trial.

Using the Jimmy Kimmel vs George Santos case, (4) attorneys presented their arguments to a panel of judges made up of the world's greatest claims executives and corporate counsel including retired, federal judge, Justice David Medina. The attorney's compete to win up to 20K for CHOP.

Before diving deeper; here's a "brief" background, so to speak.

Using George Santos' *Cameos*, a celebrity-based "greeting card" service, the Kimmel show producers surreptitiously ordered a few outrageously funny "cards" to air on the show. Apparently, Santos was equally outraged at being duped and off to court he went to sue Kimmel and ABC for fraud. It was a perfect practice case for the fundraising challenge

And since MAGNA does not believe in delivering dull moments-- in fact prides itself on presenting unconventional and unforgettable moments-- they cast...

John  
as Kimmel and Santos

And the outcome was pure genius. It's a perfect example of using info-tainment for spectacular results. The casting call ensured seriously funny moments that kept the judges and the audience in stitches while keeping them riveted to the case presentations throughout.

And MAGNA knows a good thing when it sees one. They also used John as Austin Powers at the welcome reception dinner to kick-off the competition with some groovy moments of high energy and to set the stage for the competition.

According to Peter Hecht, Founding Partner and EVP Sales, John not only brings spot-on impersonations to the table, but he's brilliant at taking in the complex legal information and presenting on-point but hilarious and memorable experiences.

# Moving On

LIGHTS. CAMERA. ACTION.



## John Shows Off His Acting Chops in a Video for Key Foods

Dr. Evil Steals the Show.  
Austin Saves the Day!

Key Food Stores is a cooperative of independently-owned supermarkets, established in Brooklyn way back in 1937. Its stores are found primarily on the East Coast.

And each year, owners gather for their annual co-op meeting where awards are announced, strategies revealed, and financials are reviewed. This time, Key Foods wanted a fun and exciting run-up to the show.

With that in mind, Multi Image Group-- the Key Food producers-- created a script that pitted Dr. Evil against Austin Powers. And it went like this. Evil hacks into the event and shares his scheme to takeover the company. Austin saves the day by both foiling Evil's 'evil' ruse and by announcing the annual takeaways ... which were big, baby. As was the video.

According to the producers at MIG, Key Foods' executive team and Key Foods co-op owners laughed their way through to

John Serves Up  
A Grand Slam  
as Trump  
for a  
Pickleball Flix

IMAGINE THAT!



the all of the big news. They went on to say that John's impressions were spot on, his acting abilities brilliant and his comic timing perfection. What's more, they applauded John for shooting the whole skit remotely on his i-pad. It was a brilliant execution and just another example of John's creativity and collaboration skills.



## Southern California's First-Ever, All-Out Pickleball Premier Film Festival Will Feature a Short Film Starring Trump and Biden

A total smash for the pickleball-loving tribe, the festival-- produced by Jordan Bryant-- handpicks a killer lineup of independent films and skits, all rallying around this trendy new sport.

And given the upcoming re-match between Biden and Trump, a short film, pitting them together on a pickleball court was so timely, so solidly gold and so solidly funny. Especially with John cast as Trump. According to Bryant, John was simply "amazing!"

## And in the Months Ahead...

### Look Out for More Event Emcee, On-Camera and Keynote Speaker Engagements

While character impersonations certainly fill a need, the role of a professional host and entertainer cannot be underestimated. A skilled and professional host plays a pivotal role in shaping the outcome and effectiveness of a meeting; while a keynote speaker can provide a substantial return on investment by driving attendance, improving employee performance, and positively impacting business outcomes.

John can play both roles superbly. And will be doing so for Red Roof, Maaco, ECP and many more in the months to come. To that end, there will be plenty to report in future issues of John's Uncharacteristic Newsletter. So stay tuned.



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## And in Closing

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5X Winner of the  
*Las Vegas Review Journal's*  
"Best Of" Edition

For Meetings, Public Speaking Events  
or Personal Appearances  
[masked and unmasked]  
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Voted Best  
Comedian and Impersonator  
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