

Ross Shafer

Comedian, Actor, Television Writer/Producer, Game Show Host, Author, Entertainer

FUNNY. BUSINESS. If you want your attendees to leave your meeting energized, Ross Shafer brings hilarity to the joys of doing business! This wall-to-wall funny keynote tracks Ross's outrageous rags-to-riches tale (selling fireworks on Indian Reservations - to touring as a standup comedian - to hosting a hit ABC-TV Game Show). Imagine hearing behind-the-scenes "show business" secrets...as well as eye-popping corporate success stories from his 3,000+ clients. Your audience will not only howl at his jokes & stories...but they'll go home with real-world tactics to spark their entrepreneurial spirit.

WHAT YOU MUST DO TO STAY RELEVANT IN 2023? In this wildly entertaining keynote that benefits from Ross's experiences in Comedy, Television, and owning (23) businesses, you will learn how to future-proof your company while energizing your team members. Ross has written (10) books and studies (18) different industries so he is able to share current success stories re: hiring, retaining, motivating, customer expectations, innovation, creativity, market share growth, and sustaining business relationships.

Since we all know that relevance is a moving target, Ross unveils inspiring case studies that span the landscape of retail, manufacturing, B2B, HVAC, construction, technology, and healthcare.

CUSTOMER LOYALTY IS OBSOLETE: Forget about WOW-ing the customer. Research shows that customer loyalty scores go up by eliminating the POW MOMENTS from every transaction. (POWS are the gut punches the customer experiences when we fail or disappoint them). All the work we invested to create WOWs can be discarded by a single POW. Think of this in terms of a love relationship: You get flowers, love notes, and constant attention by your partner...yet every effort to establish goodwill can be decimated by one incident of cheating. In this highly entertaining and inspiring presentation, Ross will share the simple blueprint he developed to help his clients dramatically escalate their customer experience scores.

***ADD-ON ONE OF THESE KEYNOTES or BREAKOUT SESSIONS (NO CHARGE):**

RATTLED: HOW TO STAY PRODUCTIVE WHEN LIFE SEEMS OUT OF CONTROL. When Life or Work derails your world, how can you sustain your confidence and resilience? As a Stand Up Comedian, TV Talk and Game Show host, Ross Shafer has experienced extraordinary fame, fortune, and celebrity attention. What you probably don't know is when Ross was suffering from extreme relationship failures and financial collapse. It was the falling down part (and learning how to bounce back) that drove him to develop the confidence and resilience to succeed beyond his previous heights. In this funny, poignant, and inspiring session, Ross will take you through the funny peaks (and lonely valleys) of his various career choices. Ross will give your attendees the tools to recover from their darkest days – and get back on track to reach greater personal and professional achievements.

INSIDER STORIES FROM HOLLYWOOD & BEYOND (With business lesson takeaways): Hollywood is famous for being a hot bed of crazy and unpredictable antics. The same is true for performing Stand-Up Comedy around the world. From his years as a Talk and Game Show Host – and a Stand-Up Comic who has graced thousands of stages from Las Vegas to Atlantic City to Riyadh, Saudi Arabia. Ross has an endless catalog of fascinating stories and revealing anecdotes that will drop the jaws of your audience. Each one of his tales have a moral, a lesson, and a celebrity faux pas. Ross can stand alone and deliver...or...he will set up your favorite EMCEE with the perfect lead-in questions for Ross to be your funniest talk show interview guest.

MEET-N-GREET. No other keynote speaker has the unique "celebrity" combination of Stand-up Comedy, TV Hosting, and Business entrepreneurship as Ross Shafer. When he attends receptions before (or after) a Keynote, Ross is swarmed for selfies, autographs, and conversation.

WANT A PRO TO MANAGE THE PACE OF YOUR CONFERENCE?

THE ULTIMATE EMCEE. As a network talk & game show host, Ross Shafer is frequently asked to be the interactive "traffic cop" for a multi-day convention. He has interviewed world leaders and celebrities and is extremely comfortable hosting an executive roundtable or expert panel. His style is to engage the audience to set

the tone of your event, review what they've learned, and get everyone excited for what's coming next. He often likes to present "from the floor" so that he can thread the dialogue throughout your conference for better retention.

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