

To Whom It May Concern:

Having met Sam McCool at the St Vincent's De Paul CEO SleepOut in 2011 in a more formal capacity, I was impressed with his humour, quick-wit and confidence dealing with CEO's of all calibers. We kept him in mind for upcoming events and finally invited him to perform at our PostClick Christmas Party for 2011.

However, wanting to do something fun and uniquely different, we briefed Sam to perform a comic hoax on our entire management and staff.

His speed and creativity were impressive, coming up with the concept of a Corporate Cultural Consultant send from Head Office, who was charged with creating a new 'Cross-Cultural Training Platform' to deliver to our counterparts Komli Media in India.

Having had a pre-meeting only 2 days before, his ability to research and tap into the underlying currents of our company culture was impressive. Not only did he spend several hours on a small catamaran playing this Consultant role to a tee, he also segued perfectly into a serious speech about his role and the 'impact of corporate culture on business objectives', which turned into tailored comedy about our company, ending in rapturous applause and a lot of laughs.

Overall a perfect performance, which couldn't have been executed better!

We will definitely be looking to use Sam McCool again, whether to MC an event, to perform stand up comedy, or simply to impress clients with more creative events in future.

Sincerely,



Andrew Lockwood  
Managing Director - PostClick

PP