IMPACT PRESENTER **GREG BENNICK**

No More Bored Meetings

* NEVER HAVE AN ORDINARY MEETING

by ELLEN BODAL

We've all been there. The boring meeting. The boss presides over sleepy attendees, droning on and on and on about something no one is listening to, until the hum of his voice resembles that of Charlie Brown's parents (wa-wa-wa-wa-WAH-wa). Although you thought it impossible, this particular meeting is even more boring than the previous boring meeting. Have no fear. Help for a dull meeting is near. Two unique Seattle entertainers have made it their business to spread fun across the boardroom and spice up corporate meetings and events.

PHOTO BY KEVIN P. CASEY

THROW UP YOUR HANDS

Greg Bennick has made a 20-year career out of his comedic juggling presentations. He incorporates the art of entertainment with the art of corporate business by relying on one simple concept: communication.

"Planning effectively yields effective meetings," he says. "The communication concept is ongoing throughout the event—communication between event planner and me to hammer out a theme, and communication between me and the audience to make sure that the theme is delivered with pinpoint accuracy."

Bennick has successfully maintained a promise he made to himself on day one: to take his position seriously and ensure 100-percent success. And he's cultivated quite the resume. His Northwest clients include Boeing, Starbucks, AT&T and IKEA, and Bennick has performed his way across the country, hitting every major city west of Chicago and along the East Coast as well. But juggling only scratches the surface of Bennick's copious talents. He also serves as master of ceremonies, incorporating comedy, short performances and even an hour-long stage show into his repertoire.

Bennick's major goal is to have fun, while making sure that his audience is on the same page as him. Everybody likes to laugh and have fun, he notes, and it's easy and effective to bring fun into a corporate group or private event. "Injecting more life into the workplace is always a good idea."

Bennick goes beyond the norm in these settings, which is what ultimately gets people to listen. "It is important to get people listening actively and then participating actively in meetings," he says. To get the energy flowing, Bennick will even go so far as to teach his audience to juggle, while incorporating the theme of the company into the actions of tossing anything from company products to beanbags in the air. "Getting participation is my forte," she says, "but it takes a lot of planning." Although it can take up to a year for her to finalize her proposal, Jang can execute her customized presentation in as little as six weeks.

Bennick suggests searching the Internet for interactive games that can be adapted for your purpose. Brainstorming, gathering ideas and tweaking things a bit can lead to success. Also, he says, have faith in your own creativity, trust your ideas, and "just go with it."

ADVICE FOR YOUR BORED MEETINGS

> You can hammer a point in much further with fun.

With the services of Bennick , even traditionally boring meetings can be fun and more effective. "You can hammer a point in much further with fun," Jang says. Whether you spice up your meeting with some professional fun or do it yourself, leave attendees with smiles on their faces and looking forward to the next meeting.