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# David Cummings

## Comedy with a corporate angle

### How does it work?

This is a pain-free method of including comedy in your conference or after-dinner. Come to that, at breakfast. It's clever and it's classy.

David Cummings poses as a Very Important Person.

Usually a consultant from the UK or a company executive.

The audience thinks he is real, why shouldn't they? This man is very powerful and convincing.

He wades into sacred cows like teamwork, leadership and customer service. It comes out as the

opposite of anything you have ever heard. Getting laughs all the way. Some audience members are

appalled. Others agree with his outrageous opinions. A manager from ICI said, *'For the first 15 minutes I was ready to worship at your feet as the great god of leadership - ah well, I'll have to keep on searching.'*

### Into the comedy

Staying in character as the 'expert', David moves seamlessly into comedy.

Keeping it tasteful but funny. Staying in character as the management consultant. Revealing his real identity at the very end.

### Tailored for you

20 years as a TV comedy writer in the UK and Australia has given David the expertise to tailor the presentation to your industry or organisation. At the briefing you can give him the information he needs to do just that. As a businessman himself (especially with his company The Newsletter People) David has learned a lot about the corporate world. He uses this business knowledge as the basis for much of his humour.

### Who is David Cummings?

David is someone who has been paid money all his working life for writing and talking to people. Born in London, he began his career as a salesman by day and comedian by night. For 20 years he wrote TV shows for comedians Dave Allen, Dick Emery, Kenneth Williams, Rolf Harris and many, many more. Still performing all the while. In 1983 David was brought to Sydney by Reg Grundy to work for Grundy TV. Then he switched to the business world, making corporate videos and producing newsletters for Qantas, BHP, Remington, Wyeth, Legal & General, UBD, Contiki and Permanent Trustee.

Now he is back where he started, making people laugh in public. Presenting a hoax, folks.

## CLIENT FEEDBACK

*"The after-dinner 'Harvard educated speaker' was an inspiration and provided great insight into the business world. We have immediately instituted all of his recommendations into W & G's operations."*

*"Our host was gracious and the guest speaker was a riot."*

*"It was a terrific night and David Cummings was an absolute hoot."*

These are just a few of the comments we received.

**Ertech Pty Ltd**

*Fax received 8th January 2007*

*Hi David*

*Just a brief note to thank you for your excellent performance on Thursday. The feedback from guests and staff has been very, very good. Believe it or not we actually had one staff member (who shall remain anonymous) who still hadn't worked out on Friday morning that the whole thing was a hoax. In fact several brokers didn't catch on until you identified yourself - they just thought that you were an eccentric English gentleman.*

*Well done.*

**Jeff Priestly, Capital Finance**

*"David provided the most wonderful entertainment, starting off in a very low-key manner and gradually introducing unforgettable anecdotes and jokes which had the whole ballroom convulsed in laughter. David is a consummate professional, whose attention to the detail of the event and his connection to all the nurses in the room was so well received."*

**Westmead Intensive Care Unit Ball**

*"It was generally agreed within Study Group that this was the best conference EVER! You set the standard on Sunday night and it just got better from there! People are still talking, emailing and laughing - also trying to remember all your gags.*

*Your performance works beautifully at conferences with an audience of hundreds so we were delighted to find that it worked just as well in a more intimate environment of just 35 people at an awards dinner."*

**Study Group, Darlinghurst Campus**

*"David's presentation at our National Conference in February 2006 was an outstanding success. David helped smooth the transition into the dry and difficult subject of 'customer relationship management'. He was able to engage the audience immediately, particularly as he was able to weave through his presentation elements specific to our business and our sales teams. It in fact was the perfect hoax as everyone was fooled, some even right up until the end. Some of the feedback included "such an entertaining performer." "He was fantastic and had me going the whole way through." And "very clever. It's amazing how humour can make more relevance."*

**Bayer Health Care - Animal Health**

*"Your research certainly paid dividends. You could have heard a pin drop during the serious side of your presentation. When the time came to switch to full comedy mode you had them eating out of your hand and I have not heard such concentrated laughter for a long time."*

**Leagues Club Association of NSW**

*“David, you were a breath of fresh air for our awards dinner. Not only were you incredibly funny but you were also a pleasure to work with. Congratulations on your awesome response.”*

**Basketball NSW**

*“Fantastic, excellent, outstanding, brilliant, superb, entertaining, magnificent and remarkable. You had everyone fooled. Well-known management people were nodding their heads in approval of your ‘best management practices’. David, you are a legend.”*

**Illawarra Connection**

*“We wanted laughs and David delivered. The audience was stunned at his knowledge of healthcare and nursing.”*

**Royal Adelaide Hospital**

*“Your performance was that of a true professional. Your humour was spot on and there was not a person in the room that was not completely fooled. Folks were talking about the evening for many weeks after the conference ended.”*

**Centura Software**

*“I was most impressed by your professionalism, particularly how you managed to weave our ideas to become a credible and crusty old chef. The worry was that quite a few people actually agreed with Bill McEvoy’s views!”*

**Spotless Services**

*“I congratulate David for his performance and professionalism and thoroughly recommend his services to any company wishing to break the shackles and have some fun.”*

**Fisher & Paykel**

*“I would like to send warm congratulations to you for making the ‘icing on the cake’ for our annual client day. I did not think any guest could have been taken in by your hoax but apparently your wand weaved its magic. Your style was very sharp and witty, whilst your manner was entirely suited to our relaxed but corporate evening.”*

**Westpac Financial Services**

*“Your research into the industry and professionalism had our customers believing that you really were a representative from our parent company not a hoax speaker! Your performance was brilliant, very witty, a top class act and most important of all enjoyed by our customers. You had them laughing from ‘ear to ear’. A brilliant job, David, and thanks again for your fantastic performance at our lunch.”*

**Optus**

*“In the first 15 minutes you managed to disintegrate everything we had spent the weekend so far establishing to complete nonsense. However, the hoax gently flowed into what was a hilarious comedy routine that had everybody aching, crying and choking with laughter.”*

**Network Management Remote Services**

*"The sustained applause at the end said everything about how much we enjoyed it. You did just what we hoped for and more. Great fun, great value, great finish to our conference."*

**British Telecom Asia Pacific**

*"Your character had just about everybody fooled until it became obvious that it was a hoax. Many sought me out the next day to say thanks for providing great entertainment."*

**Institute of Chartered Secretaries**

*"David Cummings shocked the audience with his 'consultancy' views that I sincerely believe has assisted morale in the workplace (workers still talk to me about his act)."*

**City of Sydney**

*"You were a hit. You had some supposedly hard-bitten merchant bankers completely fooled, and all of us in fits of laughter. I laughed till I cried."*

**Resource Finance Corp**

*"Your presentation exceeded all my expectations. You have been fantastic to work with. Thanks again for making the day such a laughing success."*

**Facility Management Association**

*"Your act was the height of conversation on the night and continues to still provide humour weeks later. Your presentation puzzled, surprised and delighted the audience. Their bewildered faces soon changed as roars of laughter resonated through the venue. Great show and well done."*

**Brolga Awards**

*"A special thank you for your outstanding performance last night. The hoax was thoroughly successful, fooling most of the people right up till the end. The evening (thanks to your performance) has already become part of the Freehill's folklore."*

**Freehill Hollingdale & Page**

*"The preparation work you did to customise your presentation paid off handsomely and you delivered a very clever and humorous presentation. I would recommend your corporate hoax to anyone else who would like to add some humour and entertainment to their company meetings."*

**Abbot Diagnostics Division**

*"Thank you very much for a wonderful night of entertainment at our function. I would recommend your act to anyone that had a sense of humour and even those that don't, as I am sure that you would be able to bring out the best in everyone."*

**Australian Administration Services**

*"I am sure there is nothing better than laughter to make an event successful, and we all did that. I had tears on my cheeks and so did many others in the room."*

**AGC**

*"I have had some wonderful feedback on your performance at our mid year cycle meeting in Melbourne recently. These ranged from side-splitting, very convincing, excellent research and*

*very professional. Your appearance was certainly the highlight of the conference. Thank you again for a very entertaining evening."*

**Schering Plough Pty Ltd**