

# john Di DOMENICO

EMCEE • IMPERSONATOR • KEYNOTE

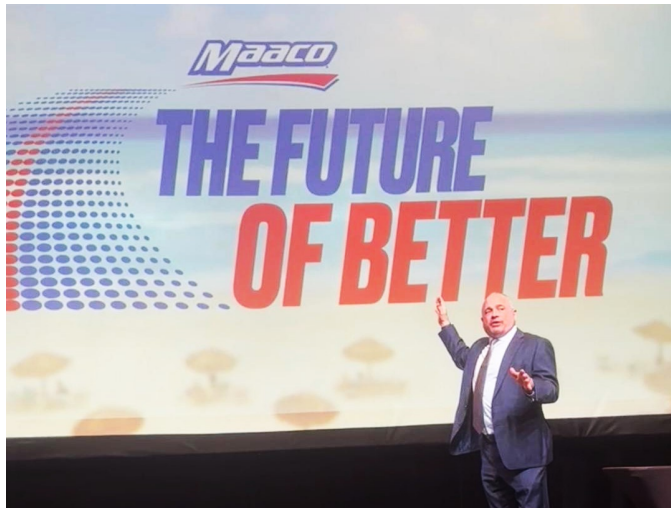
AN UNCHARACTERISTIC NEWSLETTER | FALL 2023

## A SPECIAL EDITION

The Power of Call Backs

### John Once Again Brings Out His Best for the MAACO Convention

22 Years and Counting!



Themed, **The Future of Better**, the Maaco Convention was held at the Moon Palace in Cancun, Mexico where 700 franchise partners, corporate team members, vendors, industry leaders and special guests gathered for four days of networking, main stage presentations, a vendor trade show, breakout sessions, family activities as well as the annual Maaco awards ceremony celebrating the top franchisees.



THANK YOU for  
always being an  
amazing partner to  
our team and  
franchisees!

We LOVE having  
you at our events  
as you are truly a  
part of the  
family. All of your  
characters are  
fantastic and  
always flawlessly  
executed.

And John was there, in and out of character, hosting or entertaining at every milestone event.

Returning for an unprecedented 22nd Year, John has helped Maaco -- America's #1 auto paint and collision repair service -- energize and entertain audiences by driving content and key messages as himself or through the seamless integration of his characters. This year was no different.

John gave form to the Maaco Convention theme as Doctor Emmet Brown, the wildly, wonky but genius professor from the wildly, successful film, *Back to the Future*. As Doc Brown, John leaned into his unique brand of customized comedy to greet the trade show attendees and to reinforce Maaco's message. Doc Brown also hosted the Charity karaoke event.

John also appeared as Captain Jack Sparrow at a beach party where he charmed attendees with his swashbuckling wit; he ref'd team activities as himself and appeared as the masked, sword-wielding vigilante, Zorro, for the opening reception-- a celebration of all things Mexican; and Zorro, of course, a Criollo Mexican, was the perfect fit.

And John continues to be the perfect fit for Maaco. After 22 years, they obviously love him for the unforgettable value he lends to each and every convention. According to Daryl Hurst, President, John has become a member of the Maaco family. See the sidebar testimonial on the same.



We are all thankful for you and the joy you add to our conventions.

Cheers to you my friend,

Daryl Hurst | President

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## 6 Solid Reasons to Book the Same Meeting Host Year Over Year

There are several reasons why corporate meeting planners and event professionals may benefit by booking the same host/emcee over consecutive years. Here's the short list that supports the call back.

### Success and Positive Feedback:

If a particular form of entertainment, such as a specific speaker, host/emcee, performer, or activity, has been well-received and successful in the past, event planners and professionals may be inclined to bring them back to ensure a positive and enjoyable experience for attendees.

**Consistency in Branding:** Using the same host/emcee can contribute to a consistent brand image for the company. They become associated with the corporate culture and values, creating a sense of continuity for



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## AND IN OTHER NEWS

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both employees and external stakeholders.

**Reliability:** Event professionals may opt for familiar hosting options because they know what to expect in terms of quality, audience engagement, and logistics. This reduces the risk of unexpected issues or disappointments during the event.

**Limited Options:** Depending on the nature of the corporate event, there might be a limited pool of suitable entertainment options that align with the event's theme, audience, and objectives. In such cases, event planners may stick with what has worked in the past.

**Time Constraints:** Planning and organizing a corporate event can be time-consuming, and event professionals may choose familiar hosts to save time and streamline the planning process.

**Employee Preferences:** If the host/emcee has consistently received positive feedback from employees, event professionals may prioritize their preferences to ensure better attendance and engagement.

Pawtastic  
Friends Recruits  
John  
for a  
Very Good





## John Co-Hosts Las Vegas Journal's "Top Work Places" Awards Ceremony for the Second Consecutive Year

Back again for his second year, John was honored to co-host the Las Vegas Review-Journal's *Top Work Places* awards ceremony.

The Journal is the largest circulating daily newspaper in Nevada and one of two daily newspapers in the Las Vegas area. So it's big, established and credentialed.

Hosts for their prestigious annual events are carefully selected from a very large and talented pool of Las Vegas personalities, so it was a great honor for John to again be singled out as one of the presenters.

This year John co-hosted the event alongside Carrie Roper, Director of Digital Broadcast for the Review-Journal and by all accounts, the duo crushed it.

John incorporated his impressions into the presentations, beginning with a full-on character impersonation of Ted Lasso. Lasso opened the moment by recognizing the overlying sports theme, which in turn, honored Las Vegas' growing reputation as a sports town. And to keep the momentum going, the winners of the *Top Work Places* awards, which are solely based on employee feedback, were then rightly honored as celebrated champions.

The audience of 400, including the biggest and the best of Nevada companies as well as executives from the Las Vegas Raiders, believed in, applauded and cheered on the accomplished winners.

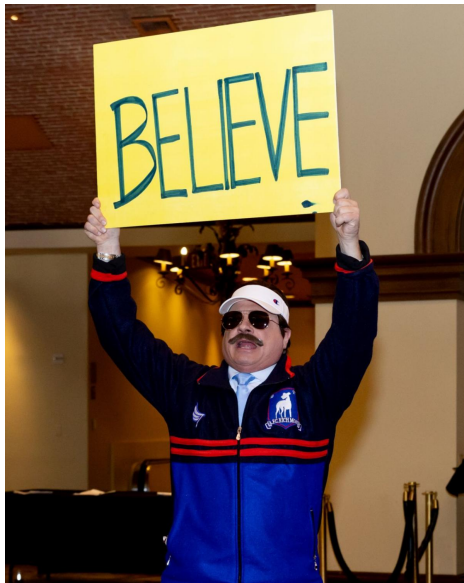
## Cause



A dog owner and dog lover himself, John was delighted to join up with Pawtastic Friends- a not-for-profit organization- to host a fund-raising event to support their mission of providing enrichment training programs to homeless dogs, preparing them for adoption. He attended the event in full wardrobe as **Austin Powers**, money was raised and a groovy time was held by all. Including the pooches! Grrrrr baby!

## UP NEXT

As call backs go, John will once again host **The Magna Battle of the Experts**.



Forever the international man of mystery, Austin Powers, aka John, **goes to Ireland to host a private event.** Ozzie Osbourne and Trump go along for the ride.

Then there's **Wawa.** John shoots a video in Philadelphia. Stay tuned for more.

And finally, **a look back at 2023** is coming your way.

Lots to look forward to!

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Don't forget  
to visit  
John's NEW  
Website  
and  
**HAPPY HOLIDAYS  
TO YOU!**

From All of Us at  
[thejohnnydshow.com](http://thejohnnydshow.com)



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  
Silver & Bronze Categories  
2019-2023

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