



## How Can You Make Your Next Event Really Stand Out And Keep Your Clients Coming Back For More?

Have you ever been to an event that just had a buzz? Where people were really enjoying themselves AND paying attention? It's a challenge.

Cris Popp, Australia's Premier Laughter Leader, can deliver a customised laughter session at your next event that is guaranteed to have your participants excited, engaged and enlivened, and your clients back for more.

Laughter sessions are suitable in all kinds of settings – conferences, seminars, dinners and social functions.

*“Just thought I would say on behalf of NatRoad what a wonderful session yours was. It was great to see so many people get involved and have fun.*

*You're a hit in the NatRoad office! We now use all the laughs everyday and we can stop! So thanks a bunch and look forward to keeping in touch!”*

*- Cate Patrick, NatRoad Limited*



### **It's Perfect For That Mid-Afternoon Lull.**

You know the lull – it happens about 45 minutes after lunch, just as your food is being digested. All those carbohydrates hitting your bloodstream, and the speaker's voice is making such a pleasant backdrop. If I could just rest my eyes for a minute ... ZZZZZZ ZZZZZZ ZZZZZ.

WHOA! I'm getting sleepy just thinking about it. What if there's some activity that lifts energy without taking too long? What if there's a quick and effective way to boost energy - that everyone enjoys?

Laughter is just that. That's right: ha ha ha, ho ho ho, hee hee hee. Very effective.

Just picture everyone enjoying a half hour of laughter. Imagine how energised and stimulated they feel afterwards. Laughter simulates your endorphins, elevates your mood, reduces your blood pressure, boosts your immune system, relieves fear, boredom and anger and helps you relax. It even aids in losing weight. It makes people feel good and that rubs off on you. When they feel good about themselves they feel good about your event.

## **It's A Fantastic Ice-Breaker First Thing In The Morning.**

You see it all the time. First thing in the morning, the audience is still waking up. The energy is low. Perhaps a bit of nervous anticipation. People don't know each other and when the speaker tries to get some audience participation they just sit there with their arms crossed. Or start looking at their shoes. There's a deathly silence.

I'm feeling nervous just thinking about it.

Who would want to be the first to speak up?

They all will once they've had a good warm-up laugh.

Can you think of any other way to introduce so many people all at once?

After all you don't have all day. Just picture it - they all quietly take their seats but then within minutes they're back up on their feet and I have them laughing WITH each other. Great way to bond.



*"It was great to have you run this morning's session and see everyone participate and enjoy themselves. It was a fitting event for our last Technology Breakfast for 2007 - thanks for making it beneficial and fun! Many people were talking about the session throughout the morning in the office. One of our consultants who attended this morning mentioned the session in passing to an HR representative and I have passed your details onto them. I will also forward this email to HR and let friends and contacts know about today's session."*

*- Lynda H, Manager Consulting  
Deloitte Touche Tohmatsu*

## **What Is A Laughter Session?**

Laughter sessions are based on laughter clubs (also called laughter yoga or Hasrya Yoga). They started in Mumbai, India, in 1996 and have now spread all over the world. They were a feature in Federation Square at the 2004 Melbourne International Arts Festival and have been used in organisations like Coles Myer, GM, SuperBest and FourSystems (Danish IT company). They've been featured on all the major TV stations on programs as diverse as Foreign Correspondent, Saturday Arts and Good Morning Australia.

A laughter sessions consists of a series of actions and movements carried out with laughter. A session usually takes about 30 minutes and includes a few facts about the benefits of laughter. Sessions can be customised as a 5 minute break between speakers or a 90 minute talk about wellbeing and laughter. It can be done seated but standing is preferable.

A laughter session will:

- Energise the crowd
- Break the ice
- Lift everyone's mood
- Bring every one together
- Keep proceedings moving along

The other benefits to you are that it's:

- Customisable. It's very easy to tailor laughter to whatever your theme is.
- Inclusive. Suitable to all ages and personalities.
- Reliable. I have a proven track record and references.
- Safe. It doesn't rely on jokes, humour or special skills.

Best of all it's FUN. It makes people feel good and that rubs off onto your event.

Some of our satisfied clients include:

- IAG
- Honda
- Coca Cola
- State Government of Victoria
- GIA
- ACT
- and many others!

I also do a range of great talks – ask about “Happy Hour is 9 to 5”

## Want to Know More?

Visit my site, call or email me at:

e: [info@laughterworks.com.au](mailto:info@laughterworks.com.au)

w: [www.laughterworks.com.au](http://www.laughterworks.com.au)

m: 0438 545 607

o: 12404, 410 Elizabeth St, Melbourne 8006

I am happy to provide a free demonstration if you are still uncertain (it's best with 5 or more participants). I will call within the next couple of days to arrange a face-to-face appointment so that you can get a better idea of how laughter sessions can benefit your business and your events.

Remember: *“Laughter is the shortest distance between two people” – Thomas Borge*

Yours Laughingly,  
Cris Popp

***“You look after the event and I'll look after the audience”.***

Australia's Premier Laughter Leader and Speaker on Achieving Greater Productivity through Increasing Workplace Happiness