



Magician David Kwong leaves lasting impression at ANA Masters of Marketing Conference

Customer

Audacy is a leading multi-platform content company

Audience

700 client-side marketers, agencies, and media professionals at the 2023 ANA Masters of Marketing Conference

Location

Orlando, Florida

Challenge

Audacy wanted a memorable, lasting performance that attendees of the ANA Masters of Marketing Conference would associate with their brand.

The Solution

- An hour long show of magic, mentalism, puzzles, and illusions

Results

David Kwong's performance highlighted Audacy's position as an industry leader and left attendees a memorable experience to remember them by. The event successfully demonstrated Audacy's ability to entertain and connect with its audience while promoting a sense of collaboration and creative thinking within the industry.

“David Kwong and the Mollie Plotkin Group were fantastic. Thanks for being such a wonderful part of the Association of National Advertisers 2023 event and of course, part of the Audacy, Inc. team.” - Paul Suchman, Chief Marketing Officer, Audacy, Inc.

Audacy, a leading multi-platform audio content and entertainment company, took center stage at the 2023 ANA Masters of Marketing conference, leaving a memorable impact on over 700 client-side marketers, agencies, and media professionals. The four-day conference in Orlando, Florida, featured a captivating evening of food and entertainment sponsored by Audacy and headlined by puzzle-maker and mentalist David Kwong.

As the official Audio partner of the ANA Masters of Marketing conference, Audacy played a pivotal role in bringing together top brands and CMOs to celebrate creative thinking, inspirational strategies, and innovative approaches to meeting and exceeding customer needs, driving growth, and inspiring change. This partnership demonstrated Audacy's position as a key player in the audio content and entertainment industry.

The highlight of Audacy's involvement at the conference was the evening featuring David Kwong. CMO Paul Suchman introduced David, emphasizing the connection between David's work and Audacy's mission. The evening was a celebration of the art of sharpening the mind, emphasizing collaborative, interactive, and mind-bending magic, perfectly aligning with Audacy's goal of bringing people together around content that matters to them.

David's show captivated the audience, leaving a lasting impression on attendees. His thought-provoking performance included a combination of puzzles and mentalism, engaging and challenging the audience's minds. By leading the audience in an interactive and collaborative experience, David Kwong perfectly mirrored Audacy's mission to create content that connects with audiences.

Audacy's commitment to collaboration was evident in its unique booth activation, which was strategically designed to integrate puzzles and secret messaging. This created a draw for attendees, encouraging them to explore and engage with Audacy's offerings. The big reveal during David's performance added an element of surprise and delight, aligning with Audacy's goal of delivering memorable experiences.

Through their partnership with the ANA Masters of Marketing conference and the captivating evening featuring David Kwong, Audacy left a lasting impact on attendees. The innovative booth design, the unique activation, and David Kwong's performance highlighted Audacy's position as a leader in the audio content and entertainment industry. Attendees left with a memorable experience, remembering the name Audacy and the outstanding content and entertainment the company provides. This event successfully demonstrated Audacy's ability to entertain and connect with its audience while promoting a sense of collaboration and creative thinking within the industry.



Frequently Asked Questions



Who is the Mollie Plotkin Group?

The Mollie Plotkin Group is about more than hiring a professional speaker or entertainer. It's about working together to create unforgettable live and virtual events, filled with engaging content, extraordinary stories, and enduring lessons.

As a Keynote Speaker & Entertainment Agency, we have established personal connections with our keynote speakers, experts, and entertainers.



Why do we create case studies?

These case studies focus on the distinct, specific impact our talent has had on hiring organizations. When considering a keynote speaker, entertainer, or any paid appearance, it is easy to understand a speaker's unique background. It can be harder to demonstrate the impact and return on investment for your organization.



Why do we focus on entertainers?

We want to show that the message and impact of entertainers can often rival that of keynote speakers. Great entertainers have value as a means of employee appreciation, stress relief, and burnout prevention. But often, their impact spans far past that horizon. In fact, some of the best entertainers also deliver incredible keynote speeches.



Why do organizations hire David Kwong?

David has delivered multiple TED Talks, is an expert on influence and persuasion, delivers an incredibly unique magic act, and tailors his offerings to suit each organization's needs.