



## AND NOW FOR SOMETHING COMPLETELY DIFFERENT

I spent this week gallivanting around Europe giving keynote talks to TV industry conferences in 3 countries — Austria, Germany, and Switzerland.

The average day went like this: Wake up, hurry to the event location, give the talk, dash to the airport, fly to the next city, find the hotel, get to the rehearsal, have a drink (okay, maybe 2,) go to bed...rinse and repeat. Oh, and inhale every hors d'oeuvre I could lay my hands on.

It was hectic but great fun.

The night before my talk in Germany I was told that there would be a speaker immediately before me the next morning — the former President of Germany.

That got me a little nervous. But I figured he'd be a sober, technocrat/statesman and I could be the goofy ad guy flown in for comic relief.

Boy was I wrong. He was right out of central casting — tall, handsome, perfectly groomed, silver-fox. Also, he was really good — getting big laughs.

Here's how smooth he was. I listened to him for an hour and didn't understand a word but totally agreed with everything he said.

Meanwhile, I'm sitting in the front row in my jeans, sneakers and sweat socks shitting my pants. How am I going to follow this guy?

I had no chance. He was killing with apparently hilariously sophisticated geopolitical insider dish, and here I am sitting with 45 minutes of half-ass gags about New Jersey, social media and Donald Trump. And to make it even lovelier, I was going to deliver it in English to 1,500 Germans.

I had the world's first confirmed case of early-onset flop sweat. I'd already popped my Xanax so I had nowhere to go psychopharmacologically.

The President ended his talk to loud applause and the emcee for the day, a great guy named Wolfram Kons, host of *Good Morning, Germany* (I swear) began to introduce me. He did a wonderful job of trying to drum up some excitement and enthusiasm.

And just as I got to the stage, trying desperately not to hurl on the podium, six words came to me that got me a quick laugh and turned my desperation into confidence.

Thank you, [John Cleese](#).



And thank you, Screenforce.

## Everyone's a video star

Michael Wolff has an interesting piece on "*Digital Media's Mindless Rush to Video*" in *The Hollywood Reporter*, [here](#).



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