

# You Can't Win If they Don't Play

Rob Ferre

Life of the Party

@RobFerre



## WEDDING PRO CONVENTION

October 14-16<sup>th</sup> 2019

Las Vegas Convention  
Center

# Selfie Celebration

Tag  
[@WeddingMBA](#)  
[@RobFerre](#)



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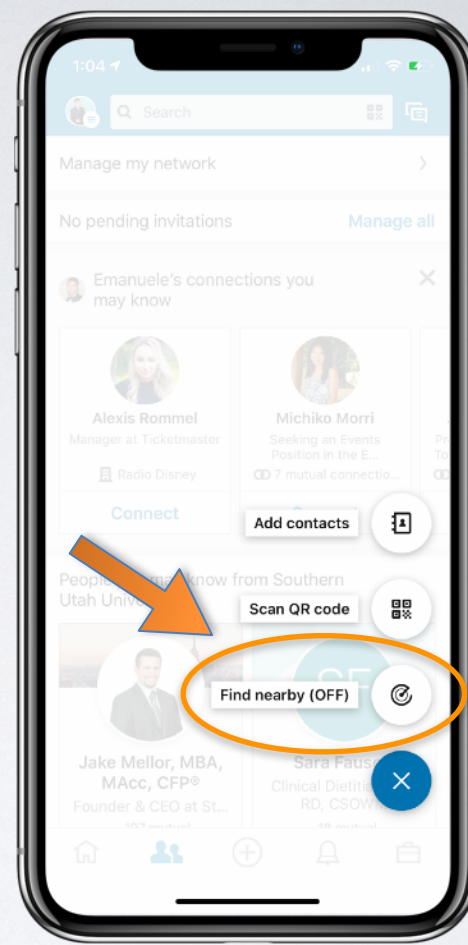
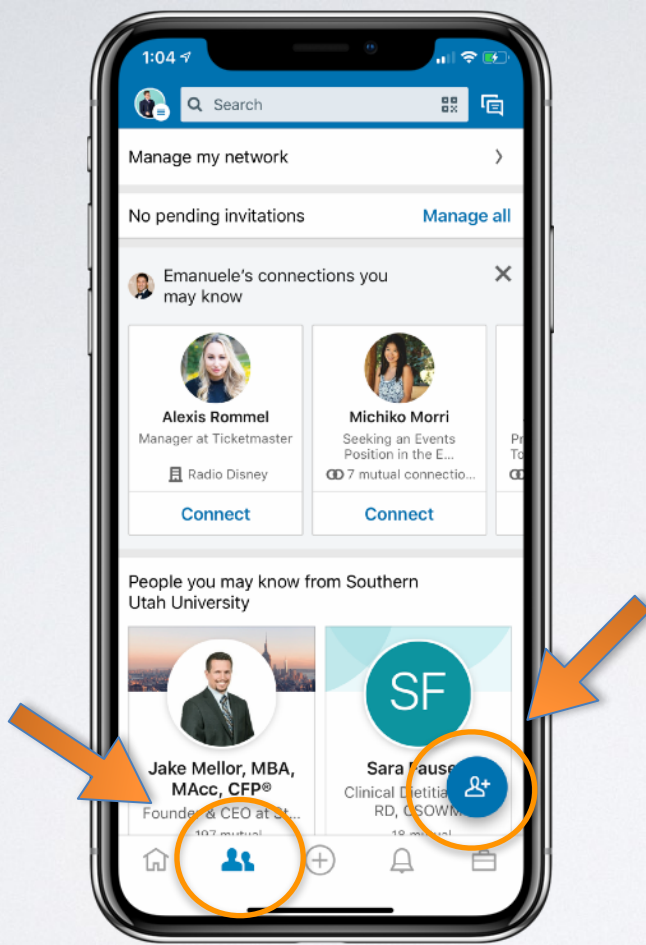
**ROB  
FERRE**

# Who am I?

- Salt Lake City, Utah
- Life of the Party
- Game Show Host
- Gamification Speaker









@RobFerre



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FERRE**

# GAMIFICATION

- Competition
- Engagement
- Reward



# Wedding Shows Open Houses Live Events



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# Tickets and Drawings

Write their  
name on it!



@

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FERRE**

# Tickets and Drawings

**ENTER TO WIN**

Name

Email

Phone Number

Instagram Handle

Wedding Date



@



# Get Creative!

ENTER TO WIN

- ☒ I am overwhelmed please contact me after the show
- ☐ Please take my deposit today
- ☐ I'm just here for the free stuff

# Contact form

ENTER TO WIN

Please contact me via:

- ☐ Text
- ☐ Phone Call
- ☐ Email
- ☐ Messenger
- ☒ Carrier Pigeon

Take something  
old and  
make it new



@

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FERRE**

# Take a different spin.



# Colored bags





**It's all about  
starting a  
conversation and  
being memorable**

# Jar of Candy Game



Count the Diamonds  
How many carats?



# How many flowers?



How many calories?





The image features a central blue ink splatter or blotch on a white background. The splatter has irregular, feathered edges with some darker blue and grey tones. Overlaid on this splatter is the text "Who wants to play?!" in a white, bold, sans-serif font. The text is arranged in three lines: "Who" on the top line, "wants" on the middle line, and "to play?!" on the bottom line. The letters have a slight drop shadow, making them stand out from the blue background.

**Who  
wants  
to play?!**





The image features a central blue ink splatter on a white background. The splatter has a rough, irregular shape with various shades of blue and white, suggesting a paint or ink blot. The text "Who wants to play?!" is written in a bold, white, sans-serif font with a slight shadow, centered within the blue area.

**Who  
wants  
to play?!**



# *Purse Race*



*Purse Race*



# Social Media



Instagram

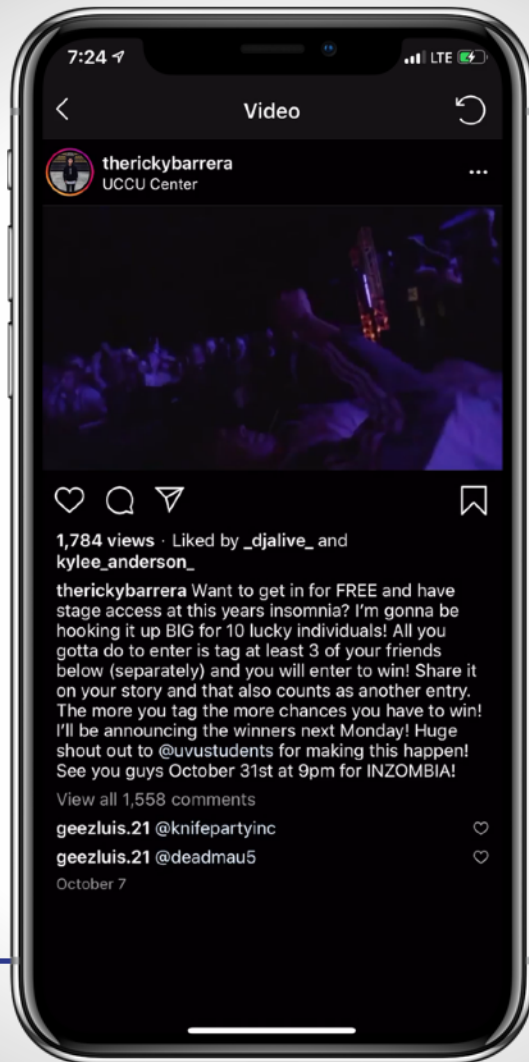


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FERRE**



# Creating a VIP list





Instagram Stories



Name that  
celebrity  
couple!





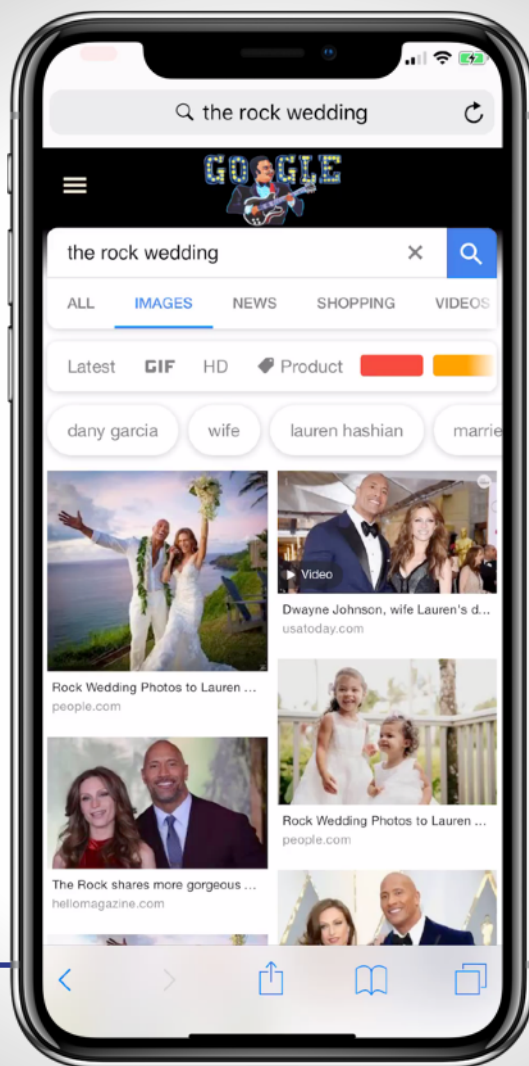








# CREATE YOUR OWN TRIVIA INSTA- STORY





Name that  
wedding  
flower!





# CYCLAMEN





# MONKEY TAIL





# HYDRANGEA



DJs  
Name that  
tune!



**Officiants  
Name that  
vow!**



**Bartenders  
Name that  
booze!**

# Crowd Sourcing



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**ROB  
FERRE**

**LEGIT  
OR  
QUIT  
DJ EDITION**

~~LIVE~~  
DJ TWAT

DJ  
QUIT  
MC

DJ  
**QUIT**  
OFFERER

# THE HIP REPLACEMENT DJS

~~PANT &  
SOCKS~~

ARMAND  
~~ILLUSTRATION~~  
HARD ON

DJ  
H  
QUIT  
M  
R

OSAMA  
~~SPIN~~  
LADEN



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# Contact me for slides - Keyword: MBA Games

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- @RobFerre

**Thank you for not leaving early!**

**★ Tell Shannon I should be  
on the main stage next  
year!**



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