



Malaysia  
Asia like never before

Build team spirit and motivate your high achievers with traditional dances or lively cultural events.

Home | News | Venue Focus | Insight | Case Studies | Itinerary

Search

Venues



• Sofitel Plaza Hanoi • InterContinental Asiana Saigon • L'hotel Island South • SMX Convention Center

Destinations



Shanghai Australia Hong Kong Macau Thailand

Home > News > Psy speaks at sales dinner - but no 'Gangnam Style'

## Psy speaks at sales dinner - but no 'Gangnam Style'



Like 1 Tweet 3 +1 0 Share

### Korean superstar tops list of celebrities in demand by corporate groups

By Martin Donovan 22 February 2013

Jae-Sang Park, otherwise known as Psy – the man who belts out the viral pop hit 'Gangnam Style' – is expected to be in demand as a speaker on Asia's conference circuit.

The YouTube phenomenon heads the list of most popular speakers and entertainers booked internationally by Impact Entertainment, which has an office in Singapore.

Also high on the list are Dom Sagoll, the co-creator of Twitter, Randi Zuckerberg, former head of marketing at Facebook, former US president Bill Clinton and Wikipedia founder Jimmy Wales. Hillary Clinton is also set to be available following her retirement as US Secretary of State.

Josh Gair, Impact's CEO, wrote in the annual company review that global clients are widening their choice of speakers for events and conferences. "It ranges from big name celebrities to more specific-topic speakers who combine great content with a great presentation," he says.

Psy made a surprise appearance in Dubai at a social media company's annual sales dinner last year. "Although he did not perform, he gave a candid speech about the impact social media has on the world today and his rise to fame, all from a unique YouTube video of his famous song. His speech was a great way to end the event," says Gair.

Another standout was Asian-American basketball star Jeremy Lin of the New York Knicks who spoke at a global technology conference in Singapore. "His Cinderella story of becoming an NBA superstar has captured the imagination of people worldwide, especially in Asia," Gair says. "He talked about his struggles of playing in the NBA, almost being cut from the team roster and ultimately having success. His speech was great motivation.

"More celebrity entertainers are touring in and around Asia, so it becomes a bit easier to book a star for the annual sales dinner, gala or conference. In 2013, we expect our global clients to continue to invest in keynote speakers that combine celebrity status to drive attendance and excitement with high-value content that can be used in the businesses."

Print this Email this

### Related Venues



Park Bangalore



Park Chennai



The Park, Hyderabad



The Park, Kolkata



The Park, Visakhapatnam



Bayview On The Park



### Most Read Articles

- Central Vietnam reveals incentive prospects
- Suntec embarks on major renovation
- Land Rover's China trails
- Introducing Melbourne's convention district
- Meetings industry 'inseparable part of UAE economy'
- Sailing by the pearls of Guangzhou
- Singapore Experience Awards: Lifetime Achievement

## Current Issue



### March, 2013 issue now available

- [What's in this issue](#)
- [View eMagazine](#)
- [View back issues](#)

## MICE jobs in Asia

- Dragon Recruitment: Publisher-Asia Pacific
- THE CHINESE UNIVERSITY OF HONG KONG: Executive Officer I
- FutureBrand Singapore Pte Ltd: Regional Marketing Coordinator, South East Asia
- Firebrand: Marketing Manager (F&B)
- Initiative Recruitment: Assistant Manager, Events & Marketing APAC
- Media Marketing Communications Asia: Asia Head of Sponsorships – Financial Conferences
- Media Marketing Communications Asia: Events Manager

[campaignjobs.asia](http://campaignjobs.asia)

[About](#) | [Contact](#) | [Advertise](#) | [Magazine Archive](#) | [eNewsletter Archive](#) | [RSS](#) | [Register for Newsletters](#) | [Subscribe to Magazine](#)

Get Listed to the CEI Venue Directory. Phone +852 3175 1942 in business hours or [Online](#).

**haymarket**

Copyright © 2013 Haymarket Media Ltd. All rights reserved. This material may not be published, broadcast, rewritten or redistributed in any form without prior authorisation. Your use of this website constitutes acceptance of Haymarket Media's [Privacy Policy](#) and [Terms & Conditions](#)