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



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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."

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