



**Marija Hammon** • 2nd

Brand & Marketing Consultant | Award Winner: Positive Rol...

Most booking international keynotes want big names.

What I wanted for our retreat was: BIG ENERGY.

I pushed hard to add an international guest speaker to the 'Relax Connect' agenda, the educational segment of our all-company offsite retreat in Mallorca.

I've heard A-class global speakers give flawless keynotes that that sometimes leave an impression on only part of the audience, and success stories that blur into one.

What I wanted for our retreat was something different.

Someone unexpected.

Someone unforgettable.

Someone who moved the room.

I knew that even if people in the audience didn't recognise him instantly, they'd remember him permanently.

That's precisely why I booked:

The one and only, king of cheer, [Cameron](#) 🇨🇦 [Hughes](#) 🇨🇦

The best part?

It was a complete surprise!

- For months, only a handful of us knew
- He checked in alongside employees
- Introduced himself as 'a North American consultant' (Plausible given the companies focus in the market)
- Heckled our CEO mid fake corporate slide deck
- Then, the music dropped...

And the room exploded with positive vibes!

Dance-party aside, Cameron delivered a 10/10 keynote.

One that resonated with every single person.

The audience danced. laughed. cried. cheered.

(We also did maple-syrup shots on stage. EPIC)

A roller-coaster of emotions.

A lifetime of memories.

Cameron stayed with us for the rest of the retreat.

He left with 300 genuine connections.

300 attendees left with a reminder why we need to CHEER:

→ In life

→ For ourselves

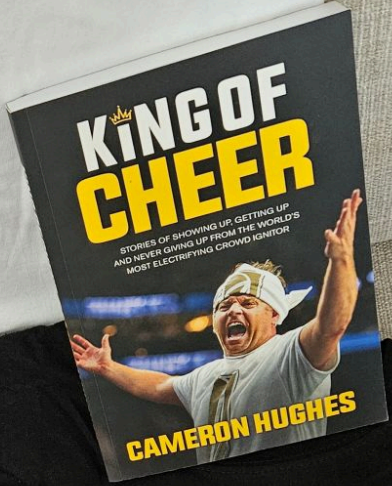
→ For each other

P.S. Tag your biggest cheerleader in the comments and show that you appreciate their cheer, today and always.





EVERYONE  
NEEDS A  
CHEER



Canada



Peace &  
Love &  
Purple Rain



