

Graphics/Video

Recommended Audio

Stage Blocking/Direction

[Intro to Leadership Opening Segment]

Richard Simmons Vignette

[80s music starts up]

[Dan comes running from behind the audience, lights do a ballyhoo. Dan is wearing dangerously short shorts, a workout tank, and a permed wig]

[An exercise warning message appears onscreen]

Dan:

Hi everyone! I'm gonna show you how to Step Back!

[Theme graphic for Step Up appears on screen, transitions to 80s workout video]

Follow me and I'll show you the way, it's okay if you don't know the steps, I got you! Starting something new can be scary, and personal growth is even scarier, but be patient with yourself. I think you're fantastic and I believe in you!

This song is all about being a hero. And that's what you are.

Okay, let's go!

[Music gets louder]

And one, and two, and three, and four. Step it back, step left, step right!

[Video onscreen displays 80s aerobic class "following" Dan's instruction]

Are you getting tired yet? I get tired of negativity; I get tired of people who don't believe in themselves.

And five, and six, and seven, and eight. Step it back!

Do you want to know my formula for success? Number one, like yourself. Number two, you've got to squeeze your buns.

[Dan does deep squats]

Todd:

Dan! Dan, what are you doing?

[Dan's focus is pulled over to Todd]

Dan:

Huh? Oh, I'm just leading everyone in a Step Back routine!

Todd:

No Dan, that's the theme of this meeting. We're not doing aerobics. We're encouraging Dermavant to take things to the next level, to step up our game.

Dan:

Oh! I'm sorry everyone. I really fudged that one up, didn't I? Well, keep believing in yourself and squeezing your buns this week! Ladies and Gentleman, our CEO, Todd Zavodnick.

[Dan waves enthusiastically and runs off stage]

[LEADERSHIP OPENING SEGMENT]

Gen Z Youtuber, Intro to Marketing Segment

[Theme graphic for Dan's YouTube channel, List_Man617 appears]

Wow, Todd is like the real CEO of Dermavant! It's the graphs for me. Really great stuff, Todd. No cap.

What up my besties! It's me, List_Man617, the guy with all the lists! We're counting down the top 3 moments so far in 2023!

Number 3! Are Reese Witherspoon and Tom Brady dating? He's a total zaddy and she's a Heather. It's looking like a definite situationship to me.

[Reese and Tom footage plays with definitions for zaddy, Heather, and situationship appear onscreen]

Number 2! Harry and Meghan attended the coronation of King Charles III. After their savage Netflix series, the world agreed the royals are totally sus.

[Harry and Meghan footage plays with definitions for savage and sus appear onscreen]

Number 1! Rihanna's halftime Superbowl performance. Those hazmat suits were a mood. And RiRi's red jumpsuit will live rent free in my head forever.

[Superbowl footage plays with definitions for mood and live rent free]

[A loud airhorn sound effect blasts, and transitions to Umbrella]

You know what that means! I promised my fam that if I hit ten followers, I'd have a surprise for you!

[Dan changes to a more somber tone, and reading exactly from the confidence monitor to make sure he gets it right]

But before I do that, I just wanna give a shoutout to the sponsor of this video: Dermavant Sciences. Because skin is more than superficial – it's where we live, every moment of every day.

[Starting to build back the energy]

And don't forget to smash that like button and subscribe for more videos like this!

[Like and subscribe graphics appear]

And now for the big reveal.....Give it up for the queen of drip, the woman who is always bussin', that's right – Rihanna is in the house, Navy!

[MARKETING SEGMENT]

Whose Line is it Anyway (Virtual Internal Dermavant Competition)

[Theme graphic for Whose Line is it Anyway]

Welcome back to Whose Line is it Anyway! The show where everything is made up and the points don't matter.... just like *sleep* at a National Sales Meeting.

For our next game, we're gonna play a game called Let's Make a Date.

[Subtitle for Let's Make a Date appears]

A doctor you've been trying to see for months is finally willing to see you. I'll be playing the doctor and asking you questions to see if we're a good "match".

Each of the reps will go into their sales pitch and various challenges will be thrown at them by our remote sites. So get your thumbs ready to vote and make our competitors as uncomfortable as possible!

[The predetermined reps are seated onstage; Dan directs his attention to them]

Hello dates. I can't wait to get to know you all better.

[Dan turns toward screens]

Do we have the first poll up and ready to go?

[Poll questions appear onscreen: Stutterer, Uncontrollable Hiccups, Drunk]

Pharmaceutical Rep #1, what is your idea of a perfect date to tell me all about Vtama?

[Pharmaceutical Rep #1 must respond using the challenge selected by remoted sites as their character]

[Recommended prompts to appear on the confidence monitor that align to typical incentives for doctors]

That was...interesting #1. I'll take that under consideration.

[Dan turns toward screens]

Do we have the next poll up and ready to go?

[Poll questions appear onscreen: Loud Talker, Cannot Stop Itching, Has to Pee]

Pharmaceutical Rep #2, I appreciate someone who can cook for me. If I liked your indication, what would you make for me?

[Pharmaceutical Rep #2 must respond using the challenge selected by remoted sites as their character]

[Recommended prompts to appear on the confidence monitor: Silver Dollar Pancakes, Green Juice, Golden Roast Turkey]

That was a new one for me #2. I'm not quite sure how to take that, but I appreciate the creativity.

Do we have the next poll up and ready to go?

[Poll questions appear onscreen: Speaks in a Toddler Voice, Crying, Suspicious of Everyone, Including Dan]

Pharmaceutical Rep #3, I love to go dancing. What would be your top song choice for us to dance to as your tell me about skin disorders?

[Pharmaceutical Rep #3 must respond using the challenge selected by remoted sites as their character]

[Recommended prompts to appear on the confidence monitor: All I Do is Win, Bitch Better Have my Money, Paper Planes]

[Song selection plays after rep makes their selection]

Wow. Is it just me, or is it getting hot in here? I smell some prescriptions for Vtama in your future.

*Additional Games to Consider:

Scenes from a Hat

News Casters

*Additional Prompts to Set the Scene/Build the Characters:

Alien in a spaceship

Fireman putting out a fire

Someone transforming into the Incredible Hulk

Triathlete constantly training and drinking protein shakes

Chef who keeps cutting his fingers/lighting things on fire

[LEADERSHIP PANEL]

Ted Lasso

[Theme graphic for Dan Lasso appears with "Believe"]

I do love the smell of a hotel conference room, all that purpose and promise on the horizon.... A sales team just itchin' to reach their full potential... And is that a hint of axe body spray?

How about you all? Are you excited to be here this week?

[Dan leans in to hear better]

I'm sorry, I have a real hard time hearing someone who doesn't believe in themselves, so you're gonna have to speak up!

Are you excited to be here this week?

I always say taking on a challenge is a lot like riding a horse, if you're too comfortable, you're probably doing it wrong. So, get comfortable with being uncomfortable.

Because growth is challenging. But I believe in growth. I believe in hope. I believe... in belief.

And our next speaker believes in belief too. In fact, he believes in happiness and your ability to change your happiness. He is the author of *The Happiness Advantage* [additional bio needed]. Ladies and gentlemen please join me in welcoming Shawn Achor.

[KEYNOTE SPEAKER]

Dermastone/Dan Dutton

[Theme graphic – Dermastone]

Phew, I just got done with a 200-mile cattle drive across the Montana. We encountered hungry wolves, developers who wanted to take our land, and politicians saying what we're doing is outdated and crazy.

I hear you all are up against some competition as well. It's the one constant in life. You build something worth having, someone's gonna try to take it.

And that's what we've done over the past year. We've built something worth fighting for. And every one of you needs to prepare for the fight ahead. There's sharks and minnows in this world. If you don't know which you are, you ain't a shark.

You're either born a willow or born an oak. That's all there is to it.

We're with the Dermastone. And nobody's gonna mess with us.

[Transition to Compliance]

Danlock Holmes

[Clues with red thread appear onscreen]

[Dan is a detective that likes to speak in third person to build the tension. He is overly dramatic.]

It was a night like any other at a National Sales Meeting. Except it wasn't. Danlock Holmes (the famous detective) was on the case, trying to piece together clues.

[Dan walks around stage picking up each clue making commentary as he goes]

Wine bottle: Seems whatever happened here may have involved inappropriate consumption of alcohol, maybe our assailant is a drunk!

Receipt for dinner: Hmmmm I deduce our party enjoyed themselves at this overly lavish dinner, ohh and look here (with magnifying glass), and used the company credit card to pay....

Ahhh the classic off-label question: The Bain of any commercial colleague's existence. The one question someone in sales truly cannot answer.... Wonder if that was motivation for something more....

Sample of VTAMA: what is this innovative little topical medicine indicated for the topical treatment of plaque psoriasis in those aged 18 and above. Could it be this tube wasn't enough for whatever happened? Perhaps it was too much? These tantalizing clues just don't add up to me..... I don't get it!!!

Ahh last but not least we have the commercial compliance manual. Ladies and gentlemen, all these clues will make sense in a moment. Please welcome to the stage your Chief Investigator, no he's actually the Chief Compliance Officer Jake.

Jake, will you help us solve these mysteries?

[Close]

Cocaine Bear

[Sugarcaine Bear theme intro video]

[Dan appears onstage dressed as a bear with a sweatband that harkens back to day one Dan Simmons]

[Dancing bears appear onscreen as an homage to the workout video]

[Dan dances from the back of the room to the front tossing pixie sticks. Arrives on stage getting everyone up and excited.]

"Raaaarr.. I can't stop eating this caine dust. Best thing I've ever found in nature.... Is everyone pumped up??? Well good because I would have to eat you otherwise. Our next presenter is one you will get addicted to.... Welcome to the stage your chief commercial officer. Chris Chapman.

