



KEYNOTE SPEAKER TESTIMONIALS

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS

"I would like to invite David Gluckman, Author and Creator around to dinner. What a charming gentleman with a captivating story about keeping it simple, believing in yourself and trusting your judgement. As the creator of Baileys Irish Cream and many other wonderfully delicious products that are found in so many homes, David's message to engage top management from the beginning, present a finished product, and believe in a winning idea rather than providing options would have been applauded by many of the agency folk in the room.

*One of my favourite parts of his presentation was the fact that he held the Baileys product research back as it was so negative and presented it to the company at the brand's 10th anniversary. Imagine where our Christmas would be if that research had been listened to rather than David and his team's better judgement. Know when you are onto a winner and trust yourself. Oh and by the way, [David's book, "That sh*t will never sell"](#) is available now. (David, I'll be in touch re commission)."*

Anita Zanesco

**Marketing & Communications Consultant
Sydney, Australia**



“One of my highlights was hearing from David Gluckman who described his involvement in the original recipe and marketing of Baileys Irish Cream for Diageo in the 1970’s. His story about how he and a colleague poured a few ingredients together for Diageo, used the name ‘Baileys’ from a sign below their offices and pitched the idea of Baileys Irish Cream to the client in record time based on a bit of a hunch it’d be a success was refreshing given it remains one of the world’s best-selling drinks to this day.”

Lydia Feely

**Senior Consultant TrinityP3
Sydney, Australia**

“David Gluckman stood out brilliantly for just doing stuff.”

Nathan Hodges

**Managing Director at Trinity P3
Global Marketing Management Consultants
Sydney, Australia**