

# Sam Kekovich

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## *Speaker and MC*

Australian media personality and former Australian rules football player, “Slammin’” Sam Kekovich is a naturally gifted entertainer.

Sam brings a wonderfully satirical, irreverent and hard-hitting brand of humour to any occasion. His lively presentations draw on all his experiences and the characters he has encountered over the last 30 plus years of his involvement in football and life. He delivers guaranteed laughs and edge-of-your-seat stories.

All the bluff and bluster sometimes hides the fact that Sam was a damn good footballer. He started his senior career with the Kangaroos in 1968 and the following year was the top goalkicker with 56 goals and won the club’s best and fairest award. Sam played a key role in the club’s first premiership win in 1975 as second ruckman, contesting boundary throw-ins, in which he won most of the hit outs against Hawthorn’s top player, Don Scott.

He has carried on his flamboyant style into the media sector, being most notable for his rants on the ABC show *The Fat*, 3AK radio breakfast show, Melbourne Sports Radio Station SEN 1116, Triple M’s pre-match AFL coverage, pti (pardon the interruption) Australia on ESPN, *The Footy Shows* and *Warnie’s Show!*

Sam’s direct-to-camera TV monologues are done deadpan and use wide-ranging cultural references. They normally place in contrast many disparate or incongruous verbal images and ideas, ending with him saying his trademark, “You know it makes sense. I’m Sam Kekovich.” He has performed these ‘rants’ on commercials most famously, encouraging people to act less ‘unAustralian’ on Australia Day by eating lamb.

But where Sam has really excelled the past 20 years is with his onstage performances as either a keynote entertainer or event MC. Sam is in very high demand and is asked to come back year after year by the same clients keen to get their ‘fix’ of Sam Kekovich.



## **Client testimonials**

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“ Very Good. 100% as expected. Sam has a public profile that is well recognised, so the audience were well aware of what to expect - in other words, expect the unexpected. On that count Sam didn't disappoint. He uses humour and 'colour' extremely skillfully, so that he maintains the ear of his audience - yet at the same time imparts knowledge and experience of life. In this case Sam spoke of the importance of being honest, speaking your mind, remembering to add value and profit to your business but still having fun.

**- Australian Meat Industry Council**

“ Sam delivered a great light hearted speech that really helped finish the conference on a high as he had the audience in stitches! Top work!

**- Bridges Financial Services**

“ Sam conducted an extremely funny & entertaining session that was well received by all who attended the function. He was able to relay his message via humour but still make his point.

**- Vero Insurance**

“ An engaging presentation that not only met our expectation but was carefully adapted to suit the leadership theme. With the right mix of humour interspersed with Sam's unmistakable opinions. Very Good!

**- Show Services**

“ Sam's presentation was perfect for our clientele, and he managed with ease to keep the laughs rolling for the full duration of his time on stage. You could sense that Sam had a very good understanding on what would appeal to his audience, and he delivered on all fronts.

**- Queensland Rugby Club**

“ He was a hit...our delegates were crying with laughter.

**- Insight Insurance Brokers Association Inc**

“ Sam was received very well by everyone , he took control of the evening and it ran like clockwork. Sam had everyone in tears at some stages from everyone laughing so much. He was very quick thinking on his feet and enthralled everyone with his stories and how he saw life in general. From serious moments to not so serious moments he was a pleasure to have for the evening.

**- Lauriston Girls School**

“ Very well. Sam was fantastic and highly professional throughout. He was such a pleasure to work with and he did an outstanding job as MC for our National Awards of Excellence.

- *Parks and Leisure Australia*

“ He was loved by everyone and made our night!

- *Caravan Industry Australia - Victorian Trades Division*

“ Loved him, very entertaining. Made a huge positive impact on the total night.

- *Liquor Marketing Group VIC*

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