

Microsoft Annual Conference - Punch and Judy

MUSIC PLAY ON - HAPPY DAYS ARE HERE AGAIN

THE CAST PUSH ON THE HUGE PUNCH AND JUDY SEASIDE TYPE -
WITH CURTAIN

MUSIC STOPS

ALLOW 5 SECOND EXPECTANT HUSH

ORGAN MINI FANFARE

CURTAINS PULL BACK SUDDENLY TO REVEAL THE HEADS OF OUR
FIRST TWO EXECES

CONTINUING ORGAN MINI FANFARE

HEADS THEN FLIP THEIR LITTLE LEGS OVER THE EDGE/OR INTO
VIEW.

ORGAN LEADS THE TWO MR PUNCHES INTO SINGING "HAPPY DAYS
ARE HERE AGAIN." LOTS OF ANIMATED MOVEMENT. PUNCH TYPE
VOICES.

Happy days are here again
The skies above are clear again
So let's sing a song of cheer again
Happy days are here again

BOTH FINISH WITH ECSTATIC CRIES AND WHOOPS. AND THE CLASSIC
"THAT'S THE WAY TO DO IT". AUDIENCE APPLAUSE

1st MR PUNCH: What a lovely audience

2nd MR PUNCH: We'd like to take them home with us.

1st MR PUNCH: (STARTS TO SING FROM SGT PEPPER) We'd love to take
you home

(SINGS) I don't really want to stop the show

THE TWO MR PUNCHES BOUNCE FORM SIDE TO SIDE AS THEY
LAUNCH INTO A NEW SONG. THE AUDIENCE START CLAPPING

2nd MR PUNCH: (SINGS) But I thought you might like to know

1st MR PUNCH: (SINGS) That the singers going to sing a song...

2nd MR PUNCH: (SINGS) And he wants you all to join along...

1st MR PUNCH: No No No No No No - we've got to stop

2nd MR PUNCH: Orrrr! (DISAPPOINTED) we had 'em going then...

AUDIENCE AWWWWW (DISAPPOINTMENT)

1st MR PUNCH: No No No they can have too much of a good thing - and anyway we're here to talk about our management roles.

(2nd MR PUNCH: QUICKLY MR PUNCH LIKE) That's right. That's right. That's right. That's right.

1st MR PUNCH: Shall I go first?

2nd MR PUNCH: Be my guest.

1st MR PUNCH: CLEARS THROAT AS IF ABOUT TO MAKE AN IMPORTANT ANNOUNCEMENT. Hm Hm.

1st MR PUNCH: As marketing is clearly the playmaker, I'm proud to say that we are the engine room of Microsoft, generating ideas, powering their implementation, directing every worthwhile initiative.

2nd MR PUNCH: Well I'd like to put in a word for sales - if I may.

1st MR PUNCH: Be my guest.

2nd MR PUNCH: Sales is the premier function at Microsoft, because with sales - I mean - that's the most important thing - bring in the revenue - that's what pays people's wages. No sales. No Microsoft. No problems?

1st MR PUNCH: Nothing new there! So, yep yep yep - I can live with that.

ORGAN STARTS UP WITH HAPPY DAYS

THE TWO HEADS BOUNCE FROM SIDE TO SIDE AND THEY START TO SING "HAPPY DAYS ARE HERE AGAIN"

BUT BEFORE THEY ARE EVEN THROUGH THE FIRST LINE, 3rd MR PUNCH and 4th MR PUNCH BURST THROUGH THE CLOTH AND SLING THEIR LEGS QUICKLY OVER THE SIDE OF THE STAGE.

3rd MR PUNCH and 4th MR PUNCH: Stop. Stop, Stop. Stop Stoppa Stop Stop

3rd MR PUNCH That's enough. That's enough. We've got something very important to say.

4th MR PUNCH: We have, we have, we have, we have, we - have - that, me old cocker!

3RD HEAD: You're missing out the Service function. Our customers want to hear about Value - and that's what we deliver - that's why we should really the most important area of Microsoft.

SIMILAR STATEMENT FROM 4th MR PUNCH: Hello to all my fans - we're product development - without product development, there'd be nothing to sell, so we have to be numero uno.

EACH OF THE FOUR MR PUNCHES STARTS UP A TIRADE ABOUT HOW GREAT THEIR AREA OF THE BUSINESS IS. (30 SECONDS)

THEY ALL SPEAK AT ONCE AND THE VOLUME AND ANIMATION INCREASES.

AS THE CHAOS REACHES A PEAK, A CROCODILE POPS OUT FROM A FOLD IN THE CURTAINS BELOW THE STAGE LEDGE.

IT NODS KNOWINGLY AT THE AUDIENCE AS THE MR PUNCHES CONTINUE THEIR TIRADES.

QUICKLY THE CROCODILE BITES THREE OF THE MR PUNCHES IN THE GROIN IN TURN.

THEY ALL SQUEAL, STOP TALKING AND WINCE

THE 4th MR PUNCH CARRIES ON, BUT AFTER A FEW SECONDS, NOTICES THE OTHERS HAVE STOPPED TALKING AND ARE IN PAIN.

4th MR PUNCH TO THE OTHERS: What's wrong?

THEY'RE IN TOO MUCH AGONY TO SPEAK, BUT THEY GESTICULATE THAT SOMETHING HAPPENED FROM BELOW

THE CROCODILE NIPS OUT OF VIEW AS THE 4TH MR PUNCH LOOKS OVER THE EDGE.

4TH MR PUNCH: There's nothing there.

CROCODILE POPS OUT AGAIN

VOICE FROM THE AUDIENCE: Oh! Yes there is!

4TH MR PUNCH: Oh no there isn't!

AUDIENCE AT VOLUME: Oh yes there is!

CROCODILE POPS OUT AGAIN

4th MR PUNCH: Oh no there isn't!

AUDIENCE AT VOLUME: Oh yes there is!

AT THIS POINT THE CROCODILE BITES THE 4TH MR PUNCH IN THE GROIN.

THIS IS A PARTICULARLY VISCOUS BITE INVOLVING THE CROCODILE HANGING ON AND SHAKING ITS JAWS FROM SIDE TO SIDE FOR QUITE A PERIOD. DURING THIS TIME, THE 4TH MR PUNCH CRIES/WHIMPERS IN PAIN. AFTER A WHILE (15 SECS), THE CROCODILE LETS GO AND ZOOMS OUT OF SITE.

4th MR PUNCH- Aaaaargh! That was a crocodile. It bit me in my objectives.

HE BECOMES CROSS WITH THE AUDIENCE: Why didn't you tell me it was there!

1ST MR PUNCH (WHO HAS NOW RECOVERED): I have to say guys - that wasn't a crocodile at all. It was - much worse.

2nd, 3rd and 4th MR PUNCHES (IN UNISON) : Much worse! What was it?

1ST MR PUNCH: It was - a competitor!

DRAMATIC HORROR CHORD ON THE ORGAN

ALL MR PUNCHES' FACES REGISTER SHOCK /HORROR

SPOTLIGHT ON ANDY, WHO IS STANDING TO THE SIDE OF THE PUNCHY AND JUDY STAND. ANDY LOOKS UP AND TALKS TO THE HEADS

Andy: That's right you guys.

ALL FOUR HEADS LOOK TOWARDS ANDY IN UNISON.

Andy: While you were busy talking up your own corner, and ignoring other parts of the business, our customers got nudged out to the sidelines.

And that's just the time that competitors can bite you where it hurts.

4 MR PUNCHES IN UNISON: We know. We know.

4TH MR PUNCH: Not as much as I know!

ANDY: What you need is orchestration! Start thinking like a customer. Start asking how you can make their business better. Get that MegaMap working!

THE MR PUNCHES ARE JUBILANT

1st MR PUNCH: Co-operation!

2nd MR PUNCH: Collaboration!

3rd Mr Punch: Integration!

THE THREE MR PUNCHES LOOK QUICKLY IN UNISON TO THE 4TH MR PUNCH. WAITING FOR HIS WORD.

SLIGHT PAUSE BEFORE THE 4TH MR PUNCH SPEAKS

4th MR PUNCH (LOOKING NERVOUSLY OVER THE FRONT): You sure that crocodile's gone?

Andy: Look, if you get orchestration right, you'll never have to worry about crocodiles again.

4th MR PUNCH: What about great white sharks?

Andy: None of them either!

Just recognise the opportunity, start making the changes. And listen - to the rhythm - of the business.

ORGAN INTRODUCES BRING ME SUNSHINE AND THE 4 MR PUNCHES SING THROUGH TWO VERSES, WITH A PUNCHY HIGH VOLUME ACCOMPANIMENT.

Happy days are here again
The skies above are clear again
So let's sing a song of cheer again
Happy days are here again

Altogether shout it now
There's no one
Who can doubt it now
So let's tell the world about it now
Happy days are here again

SLOW MUSIC DOWN FOR A BIG FINISH

Happy - days - are - here - a - gain!

APPLAUSE

CURTAINS CLOSE

END

