

# play bullshit bingo

**do you keep falling asleep in meetings? what about those long conference calls? here is a way to change all that.**

how to play: check off each box when you hear these words during a meeting or phone call. when you get five blocks horizontally, vertically or diagonally, stand up and shout BULLSHIT!

<b>Purpose built team</b>	<b>All you can eat</b>	<b>Unbiased solutions</b>	<b>Value add</b>	<b>Industry average</b>
<b>World class tools and resources</b>	<b>Minimal additional cost</b>	<b>Retainer is our preferred method</b>	<b>Pro-activity</b>	<b>Media neutral</b>
<b>Immediate savings</b>	<b>Core agency services</b>	<b>The basics</b>	<b>Deliverables</b>	<b>Strategic involvement</b>
<b>FTE</b>	<b>SOW</b>	<b>Outcomes</b>	<b>Market rate</b>	<b>Traditional model</b>
<b>Strategic forum</b>	<b>Track</b>	<b>Spirit of partnership</b>	<b>Share in your success</b>	<b>Over deliver</b>

## Testimonials from satisfied players:

"I had only been in the meeting for five minutes when I won."- Jack W, Marketing Manager

"My attention span at meetings has improved dramatically." - David D, Brand Manager

"I found myself asking leading questions in a desperate attempt to hit that final box!" Jackie B, Senior Marketing Manager

"The atmosphere was tense in the last meeting as six of us waited for the 5th box." - Ian S, Procurement

## "taking the industry by storm"