

# TOP OF THE FLOPS



Dragon's Den style lessons from the greatest Rock'n'Roll tour on Earth

You've seen Dragons Den. Now come along to hear the live story of how the greatest Rock'n'Roll tour in the world failed in a comedy of errors on the scale of classic rock movies like 'This is Spinal Tap' and 'The Blues Brothers'.

Peter Cook is presenting this story for the Chartered Management Institute at the University of Bedfordshire on Thursday 28 May. Peter is the author of 'Sex, Leadership and Rock'n'Roll', a unique book on business and personal improvement, which is acclaimed by Tom Peters, the business world's equivalent of Madonna! Peter put his life savings up to fly 300 fans of Aylesbury born cult punk rocker John Otway round the World on a record breaking tour that would see a birth, death, marriage and a car crash, although not necessarily in that order... This is a story of enterprise, innovation and glorious failure. Amongst the crazy things that occurred on the project, you will hear:

- ★ How and why John Otway turned down much needed assistance from Sir Bob Geldof
- ★ How the tour team managed to hire a jet that was too big to take off from Liverpool Airport, creating the 'un-Rock'n'Roll itinerary' John Lennon Airport – Rotherham – JFK
- ★ How to get a Prime Time Slot on Radio 2's Jonathan Ross show with Dale Winton and then fail to sell the ultimate Rock'n'Roll fantasy experience to all but 20 out of 11 million listeners
- ★ How we managed to book the Sydney Opera House for a punk rock concert after being turned down by the Carnegie Hall, Madison Square Gardens and CBGB's
- ★ Why the Cheeky Girls were considered 'unsuitable' for the 'Viva Las Vegas' leg of the tour and replaced with a tribute band
- ★ How the President of Tahiti was to host an official welcome to an ex dustman from Aylesbury

As well as Peter's penchant for playing guitars that 'go up to 11', he is well qualified, having 3 degrees, so the event will be BOTH intelligent AND fun. He has played with a number of punk and rock groups, including John Otway, The Fall, Altered Images, Splodgenessabounds, who gave the world 'Two Pints of Lager and a Packet of Crisps', Dr Feelgood and Meatloaf's singer 'Mrs Loud', who took the cameo role on 'I'd do anything for love'. Prince, Sir Bob Geldof, Brian May, Led Zeppelin and Pink Floyd are amongst the rockers who have copies of Sex, Leadership and Rock'n'Roll. Peter is the 'Jack Black' of the business consultancy world, preferring Pink Floyd and Pink to Pink Champagne and Prince to Prince Charles. There will be a book signing of at the end of Peter's session and a possible impromptu aftershow jam session if enough people bring their instruments.

You can find out more about Peter Cook's work at [www.academy-of-rock.co.uk](http://www.academy-of-rock.co.uk) and see Peter in action with John Otway at Pfizer, the company that gave the world Viagra [HERE](#).

