



DAVID BLOCH

CREATIVE DIRECTOR & PRODUCER
- DAVID BLOCH INTERNATIONAL

ENRICHING THE EVENTS INDUSTRY UNDER THE ILLUSTRIOUS DIRECTION OF DAVID BLOCH

The event production industry is constantly being elevated by the caliber of events created and produced, whether it comes to promoting products or celebrating launches, and there are a handful of companies in this arena that are leaving a profound impact in the minds of their clients, patrons and guests.

One such brand bringing about a dynamic revolution in the business of event production is David Bloch International; spearheaded by the award-winning Executive Creative Producer, Director and Visionary, David Bloch.

Insights into David Bloch International

David Bloch International is renowned for its ability to conceptualize, create, and produce the most awe-inspiring and thrilling live performances, together with managing and booking talent for prestigious events in South Africa and abroad. Having worked across the world, David Bloch International has produced and worked in several African nations as well as Dubai, Egypt, the United States, the United Kingdom, France, Italy, India, Hong Kong, Macau, Germany, Turkey, Poland, Sydney, and the Seychelles.

Sharing some industry insights, award-winning Executive Creative Producer David stated, *"I am intrinsically involved with the creative recommendation of what will best suit my clients' needs, as well as understanding their prescribed briefs, so that their objectives are clearly met. The collaborative creation with my clients and valued partners, paired with critical thinking and strategizing a multitude of ideas, is something that I am inspired by and thrive upon."*

The Man at the Helm: Let's Learn More About this Leading Man

Born and raised in Cape Town, South Africa, David's professional journey began with his tertiary training at the Technikon Pretoria Dance and Musical Theatre School. Prior to launching David Bloch International, he appeared in a multitude of entertainment-related genres. In his role as an Executive Creative Producer and Director, this leading man has managed talent and produced high-profile events for numerous notable organizations in South Africa and abroad. In addition to creating custom entertainment for live events, he further conceptualizes, creates, produces, directs, sources, and manages talent for several televised productions. He attributes the success of his illustrious career to his foundation in musical theater, his nearly three decades of professional experience, and his extensive global network of creative partners.

David has had the privilege and honor of collaborating with a vast range of performers over the years, many of whom have made appearances on international television programs such as America's Got Talent, Britain's Got Talent, Spain's Got Talent, Dancing with the Stars and The Voice Mexico. Seal, Brian May, Katherine Jenkins, Brian McKnight, Emeli Sandé, David Blaine, Trevor Noah, Roberta Flack, Gloria Gaynor, Academy Award winner Charlize Theron, and Emmy Award-winning choreographer Derek Hough are just a few of the artists he has had the pleasure of working with.

David's professional trajectory can best be summed up as an incredible journey filled with opportunity, luck, growth, an incredible amount of learning, conquering obstacles, exceeding expectations, and combining his love of live production with his first love of performing.



The Genesis of David Bloch International

While David's tale did not initially begin with David Bloch International, he looks forward to celebrating 25 years of working in the Live Events, Television and Production space next year. Inspired by the collective noun for a cast of actors, he originally founded David Bloch and Company, however it was his good friend and colleague, the acclaimed Musical Director Bryan Schimmel, who later provided him with the idea for David Bloch International. He recognized David's potential to think even bigger, and this name-change completely altered the course of his life and business, transforming it from a South African attitude to a global mindset.

Driven by an urge to gain recognition on an international scale, he began exploring and evolving internationally, having the opportunity to collaborate with artists from around the world. David Bloch International is a dream come true for David, who has always had a passion for the performing arts since his first professional appearance as the youngest cast member in "The King and I" when he was 8 years old.

Redefining Success and Stability in the Entertainment Sphere

David aims to redefine what determines success and

stability in the entertainment sector, which is often regarded as a somewhat volatile career option. His goal is to influence people's perceptions and seed the idea that a person can establish themselves in the entertainment industry as a brand and a company.

Although David comes from a family who, in his early days as a young child supported more conventional careers, he is living proof of the longevity and success that can come from sheer hard work, tenacity and an unwavering belief in oneself, all whilst establishing and conducting himself as a brand and a business in the entertainment industry.

“My work is to change the narrative and redefine the rhetoric, that you don't have to be a big business to be a success. You need to believe in your brand, have a solid network and surround yourself with inspired specialists in their field, to be able to produce the biggest show, even if from a small home office.” He has always maintained that you are only as good as the people you surround yourself with.



Surmounting the Challenges on the Way

The biggest obstacle that David has faced is the fact that he has never thought of himself as a businessman, when in fact, all he ever wanted to be, was a working actor. He had to deal with the difficulties as they arose, and a lot of what he has learned has come from trial and error, experience, and mistakes made. He has constantly surrounded himself with professionals in their respective fields and learnt all he has been able to from them. He had to succeed; failure was never an option for him. Instead, he made the decision to trust in himself,

take a risk, welcome experience, and use life as his greatest teacher in guiding his success.

An Edge Over Peers

David's versatility is what really sets him apart from most of his peers and competitors. With his training in musical theater, he is still an entertainer at heart, and this understanding of both the client and the artist, as well as the craft of freelancing, affords him a competitive edge in his line of work. David wears many hats, fulfills many roles and offers a variety of services. His extensive worldwide network of artists keeps this inspirational individual up to date on global trends, keeping him ahead of the curve in the world of entertainment.

Integration of the Latest Technologies at David Bloch International

David shares that COVID-19 *"sped up the need for technology that we have continued to use on a daily basis,"* supporting David Bloch International's decision to embrace AI and technology. He believes that while technology is incredible, it will never be able to fully replace the human factor and the connection that transcends boundaries and languages. However, by taking a hybrid approach, he feels equipped to stay current with technology while still harnessing the power of people, emotion, and intelligence.



The Current Corporate Eco-system: At a Glance

David believes that we are living in very exciting times, and the interest and investment in Africa and the arts, culture, and music scene is incredibly inspiring for David. In addition, with regions such as the Middle East expanding so rapidly, the opportunities are endless, and he is energized by the ever-evolving environment of entertainment on a global scale.

Devising Future Plans

Since being founded, David Bloch International has been awarded multiple honors and achieved numerous accomplishments. Next on David's agenda is to create and engage in more creative collaborations internationally, through the art of partnerships. Growing his network, increasing his exposure, expanding his expertise and enhancing

his life experiences through travel, are all tools he plans to employ to achieve these incredibly exciting future aspirations. Most importantly, he hopes to continue learning new skills, being challenged and above all, enjoying what he does.

While the progression from performing to producing was a natural one, where David is today is certainly not where he saw himself when starting his career almost three decades ago, but it is exactly where he was meant to be and he is loving every minute of this exhilarating adventure!



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