

MAD MEN - “Guy Walks Into An Advertising Agency”

Beatsheet

A-Story - DON

1. Announcement that Putnam executives will be visiting the next couple of days. Don is surprised by the announcement.
2. Pete, Paul, and Harry are told by Hooker that they have to give a presentation the next day. (Setting up their anxiety).
3. Don meets with Roger and Cooper to discuss what it could mean, and Cooper theorizes that they want to try out Don, and will offer him a position in London (and NYC?). Roger and Don are cordial, but Cooper insists they heal whatever is between them, and forces them to go to the barber together.
4. Ken declares his new account by driving in a John Deere mower-- much to Pete's chagrin.
5. Don and Roger clear the air at the barbershop, and Don insists they are good.
6. Joan goes over the details for the next day's visit with Hildy. Hooker tries to assume control of the conversation/situation.
7. Don comes home and runs the idea of London by Betty: she likes.
8. Don lies in bed thinking about London and tomorrow.

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9. The executives (Powell, Ford, and a young and charming Guy McKendrick) arrive and are welcomed by Hooker and Joan.
 10. Hooker takes them on a tour and Guy's charisma wows everyone in the office.
 11. The three executives meet Don, Roger and Cooper separately, but don't reveal anything. Don's not sure what to think, but he definitely doesn't trust them.
 12. Lane meets with Ford and Powell, and they reveal they're sending him to Bombay.
 13. Guy runs a meeting with all the main players at Sterling Cooper, and reveals a new re-structuring with himself at the top. Don's not going to be promoted.
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14. Full of confidence (and hubris), Guy announces to the office that they can have the rest of the day off as a party-- celebrating the restructuring and Joan's last day.
15. During the party, the young executives look longingly at Guy, and resolve to go kiss up to him.
16. During the party, people are getting increasingly tipsy (especially Smitty).
17. During the party, Peggy tries to talk to Don, but he shoots her down. He's called away to a call in his office.
18. Don takes the call from Hilton's secretary, trying to arrange a meeting. Nothing keeping him here, Don says he'll be right over.
19. Roger complains to Cooper about the new order of things, but Cooper tells him this is what he signed on for when he pushed to sell.
20. At the party, Peggy tries to tell Joan goodbye, and they are interrupted by Smitty driving the lawnmower in. Then the lawnmower is driven over Guy's foot, and everyone freezes except for Joan.
21. Don meets Hilton and realizes he's the mysterious man from the country club (earlier episode). Hilton asks for Don's advertising advice and Don makes a play for his business.

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22. The young executives freak out in the aftermath of the accident - especially Ken. (Maybe Harry too, with his TV prospects ruined?) Roger calms them down-- secretly pleased at the outcome.
 23. Don meets Joan at the Emergency Room and finds out Guy lost his foot. Ford and Powell come in with Lane and make clear Guy will no longer be taking over.

B-Story - JOAN

1. The secretaries meet after the announcement and reveal that Joan's last day is tomorrow (and about Greg's expected promotion), and that they are going to throw her a surprise party.
2. Joan goes over tomorrow's visit with Hildy, when Hooker inserts himself and intentionally reveals Joan's surprise party. Joan warns him not to come crying to her after she's left.
3. Greg arrives late to the special dinner Joan prepared, drunk, and confesses that he didn't get the promotion (and even worse?). Joan is supportive, but is alarmed to hear that she will need to keep working, because they'll need the money.

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4. Joan greets the Putnam Executives, and her charm compared with Hooker's petty smugness, is clear.

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5. Guy's announcement to the office about the party includes a salute to Joan, and a wish for her future happiness. Joan is taken off guard and can't help crying (knowing what she knows), but then gains her composure and thanks everyone.
 6. At the party, Peggy tries to tell Joan how much she's meant to her, but they're interrupted by the lawnmower accident. Joan snaps to action, while Hooker looks on totally aghast and helpless.

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7. Don joins Joan at the hospital, and she tells him the news about Guy. He gives a fond farewell to her, and she leaves for home.

C-Story - SALLY

1. Don catches Sally with her light still on at night, and she tells him she's afraid of the dark.
2. Bobby asks Betty to touch Baby Gene, but Sally doesn't want to.
3. Don and Betty discuss Sally's resentment of Baby Gene, and the dark thing.
4. Sally lies in bed, unable to go to sleep.

[Possibly skip Act 2?]

5. Betty gives Sally a gift "from" Baby Gene, but Sally is skeptical of it.

6. Don finds the gift in a bush outside the house and puts it back in Sally's room.
7. Sally wakes up, sees it and screams.
8. Sally confesses to Don that she's afraid of Baby Gene because she thinks he's Grandpa Gene reincarnated.
9. Don and Betty argue about what to do, or who's at fault? Sally apologizes for her outburst.
10. Don talks with Sally about Baby Gene and assures her that he's totally normal: just a kid with a horrible name.

D-Story - LANE

1. Lane announces to the office that Putnam executives from London will be visiting over the next couple days, and implores them all to put on a good face for the visit.

2. Ford and Powell meet with Lane and reveal they are sending him to Bombay, because of the great job he's done here. He has a hard time showing any pleasure, and they counsel him to grin and bear it.
3. Guy announces in the meeting that Lane will be going to India, and Lane nods graciously.

4. Guy is taken out by the lawnmower.

5. Lane is managing the situation at the hospital, and, after Ford and Powell confirm he'll be staying before they leave, he reveals to Don how relieved he is.

E-Story - PETE

1. Pete hears about the visit the next day from the Putnam Executives.
2. Hooker tells Pete and others that they'll need to make presentations, and Pete panics slightly.
3. Pete is chagrined to see Ken arrive with his new account: John Deere, just in time for the meeting from the London executives.

4. Pete meets Guy and the other executives, and is a bit in awe of Guy and his charm.
5. Pete learns in the meeting that he is getting a new boss-- Guy McKendrick; and that Ken has the edge over him.

6. Pete watches Guy during the party and resolves to go get to know him.... Or to at least not let Ken get too close.
7. Guy is run over by the lawnmower

8. Pete and the others in the aftermath. Ken is upset, but Pete is sanguine. He's not going to get in trouble over this, but Ken might.