



## 5 Reasons to hire a professional Emcee (MC) & Event Host

Corporations, organizations and event planners spend significant time, effort and money making their events a success, and ensuring the best ROI possible. A seemingly small addition - hiring a professional host - can make a big difference in the outcome of their event and the experience and engagement of audiences.

Here are 5 reasons to consider hiring a professional emcee for your next event:

### **1. SETS THE TONE FOR EVENT**

**The Emcee projects your company, messaging and brand with polish, high energy and credibility, serving as the voice and face of the event.**

Matching tone and messaging to the audience ensures that the goals of the event are met, offers the audience a breather, and reinforces key messages and takeaways.

Your event host keeps things moving with poise, in-the-moment graceful adaptation, warmth and impact. Partnering with an expert Event Host and Emcee (MC) allows companies to maximize their impact with leaders, sales teams, employees, customers, speakers and attendees.

### **2. MAINTAINS AUDIENCE INTEREST**

Keeping the audience energized and engaged is a key role for your event host!

Attendees have to focus hard on the learning aspects of what they're hearing from the speakers and panels. They are there to improve their business and need some lightness and energy to lift their spirits. They want to connect and feel - Emotions and Energy are what people connect with. **An effective emcee brings energy, enthusiasm, warmth and charisma to attendees, many of whom have traveled long distances to attend.** They will get so much more out of the event if they feel positive and energized!

### 3. DRIVES EVENT FORWARD

Driving the event forward and keeping sessions on schedule, a professional MC pulls everything together by segueing from one topic to the next and reinforcing your intended messages. A skilled event host adapts to speakers going long or unexpected happenings with in-the-moment adaptation and ease. The emcee will fill up any extra time, or speed up their own delivery, in order to keep things on schedule. **Time management, confidence, flexibility, a keen awareness and ability to read the room ensure that your audience gets the most out of their event experience.**

### 4. BRINGS EXPERIENCE

An experienced emcee is a skilled communicator who knows how to handle unforeseen variables with grace, ease, and improvisation. Hosting an event requires different skills than giving a presentation or speech. **Just because Bob or Susie from the company speaks well and is personable does not mean that will translate into being a skilled orator under pressure on stage, gracefully guiding an event.** A professional emcee is confident, adaptable, with a keen ability to read the room, well prepared for an event before stepping on stage.

### 5. MAINTAINS FOCUS

Your event host is the lynchpin that ties it all together. You've secured the venue, food, entertainment, guest speakers, logistics. Who's going to provide the continuity and dedicated focus to ensure the event flows smoothly and goals are met? **Hiring a professional frees senior level executives and employees to focus on important conversations and responsibilities at the event.** A dedicated, engaging, charismatic host and emcee will bring your message to life, drive the agenda with enthusiasm and focus, and authentically represent your brand to make a professional, credible, measurable impact.



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