

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



Organizations, corporations and event planners invest significant time, effort and money into making their events a success, ensuring the best ROI possible. A seemingly small addition, hiring a professional host, can make a big difference in the outcome of events and the experience, connection, energy and engagement of audiences.

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

1. INSPIRES CONNECTION + ENGAGEMENT

Keeping the audience energized, engaged and connected is key for your event host! Attendees are there to improve their business, gaining insight from speakers and panelists. They want to connect and feel. Emotions and Energy are what truly connect with people. **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, connected and energized!

2. CATALYZES CONTENT and DRIVES EVENT FORWARD

Artfully weaving content throughout every session is a foundational imperative for a skilled moderator. Whether facilitating panels, segueing between speakers, or wrapping up summary takeaways, a professional MC pulls everything together, seamlessly flowing from one topic to the next and reinforcing your intended messages. Driving the event forward, an event host professional adapts to speakers going long or unexpected happenings with in-the-moment adaptation, improvisation and ease. The emcee will fill up any extra time, or speed up their own delivery, to keep things on schedule. Sharp focus, flexibility, a keen awareness and ability to read the room ensure that your audience gets the most out of their event experience.

3. BRINGS EXPERIENCE + SOULFUL COMMUNICATION

An experienced emcee is a skilled, soulful communicator who knows how to connect with audiences and handle unforeseen variables with graceful ease, and improvisation. Hosting an event requires different skills than giving a presentation or speech. Just because Bob or Susie from the organization speaks well and is personable does not mean that translates into being a skilled orator under pressure on stage, seamlessly guiding an event. A professional emcee is **confident, adaptable, with a laser focus, graceful ease, and keen ability to read the room, synthesizing information on the fly,** and well prepared before stepping on stage.

4. SETS THE TONE FOR EVENT

The Emcee **projects your organization, 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, 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 organizations to maximize their impact with leaders, internal teams, partners, customers, speakers and attendees.

5. MAINTAINS FOCUS + ENERGY

Your event host is the lynchpin that ties everything together and lifts energy. You've secured the venue, food, production company, A/V, entertainment, guest speakers, logistics. Who will 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 **energizes and inspires audiences to connect and act, creates cohesion, gets to the heart of sessions,** and **drives messaging, deeper engagement and business outcomes.**

