

# Emceeing Your Next Event

## What You Need to Know



*Emcees are vital to the overall success of any event.*

**EMCEEING** an event, whether it is a 4-H meeting, clinic or communications' event, can be a daunting task. It takes preparation and hard work along with an ability to communicate effectively with your audience.

As with most things there are a few points and tips that will help with making things run smoothly and more enjoyable for both you and your audience.

### **Be Prepared**

- Before the event, write your introductions and familiarize yourself with proper procedures, policies and the list of announcements.

### **Arrive Early**

- Get to know your venue. Familiarize yourself with the stage and podium (if applicable), your surroundings and check the sound.

### **Dress the Part**

- Formal, business casual, etc. – know what is expected of you and dress accordingly.

### **Discover the Theme**

- It could be an awards night, talent show or competition to name a few. If there is a theme you can really make things spectacular by touching on the theme throughout the event.

### **Greet all Involved**

- Be sure to confirm pronunciation of proper names, companies, working titles, etc. For example, Dr. or Managing Director of Sales. Ask if there is anything they would like you to say or not say when you introduce them.

### **Prep your Presenters**

- Ensure your presenters/speakers know the order in which they are appearing.

### **Proximity**

- Ensure that you are near to the stage, for ease of access and so that you can keep the program on time and on track

### Welcome the Audience

- Introduce yourself and welcome the audience with warmth, eager anticipation and fun, and describe to them how the day's events will progress (number of speakers, breaks, lunch, etc.) so that they know where they are headed and can feel comfortable. Establish the rules (those introductory announcements regarding cell phones, etc.), be brief and get the ball rolling.

### Keep Introductions Concise and To the Point

- Generally, avoid exaggeration, stereotypes and comments on personal relationships and personal appearance.

### Introductory Tone

- Be certain to introduce each participant with equal enthusiasm.

### Time

- In every way possible try to keep the event running on time.

### Give the Audience a Break

- If your schedule allows give the audience some time to stretch their legs to help maintain high energy levels.

### Entertain and Inform

- A good mixture of humour, facts and stories can help connect the dots for the entire event. This is also a good way to gap time in the event of any delays. However, always remember you are not there to be a comedian.

### Be alert

- Distractions or disruptions can happen. Be prepared.

### Closing the Program

- Briefly thank everyone (speakers, judges, organizers, etc.) including the audience. Give any brief closing announcements necessary and wish them well on their way. Afterward, thank each judge, dignitary, etc. individually.



*Maintaining eye contact with your audience is imperative when emceeing an event.*

**Most Importantly - Have Fun!**  
Smile, exude confidence and remember to enjoy the experience.