



6 REASONS TO HIRE A PROFESSIONAL EMCEE

Do you want an awesome meeting? How about a seamless event that scores huge numbers in feedback surveys? Would you like to make sure attendees are leaving with the right message and call to action? Bring in **Jeff Rogers**.

Hiring a *Professional Emcee* is the closest thing to taking out an insurance policy on your meeting. In addition to the obvious benefits of time management and organization, Jeff can liven up any series of presentations with enlightening introductions, engaging interviews, and interactive humor. From channel partner conventions to internal sales meetings, new product launches to award dinners, POA to Training, Jeff is a resource that will make you a rock star in everyone's eyes! Here's why:

Never Send a Duck to do a Rabbit's Job...**Experience Matters!**

Seasoned event professionals hire an *Emcee* for the same reason that people take their cars to the mechanic and not the car salesman: because they bring a wealth of knowledge and experience with them. Being the *Emcee* involves a different set of skills from giving a speech, and thus having someone who has a great personality and some presentation experience does not guarantee they can oversee the energy, flow and transitions of your show. Remember: *Emcee* performs at meetings & conventions for a living. A good *EMCEE* will support your goals for the whole event.

Ever Ask a Juggler for a Match?...**Focus**

The VP of Sales and Marketing (or other team member) has many responsibilities at a company's conference. They need to always be "on" and have to be able to make time for any variety of conversations. The *Emcee* role is both time consuming and emotionally intense. Thinking that a senior level employee can juggle all that they need to do at a conference while also being the on-stage host means that their efforts will not be 100% effective.

Sometimes Your Audience Needs a Little Mental Sorbet...**Attendees**

Let's face it, business meetings are hard work for attendees. It's not easy to sit through presentation after presentation, breakout after breakout, with no time to digest or take a momentary mental break. A funny *Emcee* will supply your audience with plenty of comic relief to get them through the day and allow them the time to internalize your message. From an energized opening to witty observations about the content and interactive dialogue with the attendees, a talented *Emcee* augments attendee enjoyment of the convention as well as their appreciation for the strategic goals for your event.

If You're in a Hole, Stop Digging!...**Time Management**

All too often business meetings and corporate conventions run late due to longwinded speakers, unrehearsed presentations, and a crammed agenda. A talented *Emcee* can change all that. A corporate *Emcee* will ensure that your speakers limit their presentations to the time allotted and offer the opportunity to present the content via interview or facilitated panel. No more strained introductions or awkward transitions as your *Emcee* expertly introduces your speakers and smoothly transitions from one to the next. Without a skilled *Emcee*, your convention will lack continuity.

Expect the Unexpected...Entertainment

Above all, *Emcees* are entertainers themselves. Regardless of what you have planned for your audience, the *Emcee* will add his own flavor of showmanship that can only make your convention better. They can always adapt their expertise to the particulars of your convention and will never fail to entertain your audience in addition to their responsibilities as a master of ceremonies. If one of your speakers is late, the teleprompter goes out, or F&B need more time, your *Emcee* can always help to fill in the gaps so that your audience need never know there is a problem.

R.O.I. is up to Y-O-U...Cost

Many meetings and conventions ignore the value of an *Emcee* due to the associated costs. However, an *Emcee* can benefit you and your convention in ways you cannot even imagine. They will ensure the continuity of the proceedings, keep your audience attentive and entertained, incorporate their own exciting abilities, and lend professional opinions based on years of experience.

The chart below outlines the ROI benefits of several elements that commonly appear at meetings and events. Your *Emcee* can be a fraction of the cost of other elements yet have a much longer lasting effect on your audience. Do you remember the last time someone mentioned the “set” a month after a meeting?

MEETING GOAL	EXPENSIVE SET	ENTERTAINMENT	EMCEE
Impact	✓	✓	✓
Engagement		✓	✓
Memorable Moments		✓	✓
Audience Interaction		✓	✓
Awards Support		✓	✓
C-Suite Speaker Support			✓
Content Alignment			✓
Message Re-cap			✓
Real-time Commentary			✓
Post-event Value			✓
COST	\$50K - \$250K	\$25K - \$150K	\$5-10k

1+1=3...Summary

When considering how to improve your events, take into account the numerous ways in which a Professional *Emcee* can create a fun, productive, and memorable atmosphere for any occasion. Add it all up and an *Emcee* adds an exponential value for you, an experienced voice for your audience and a significant boost for your meeting.

Meet Better – Meet Smarter – Meet Jeff Rogers
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