

Why Is It *Optimal* to Use a Host or Emcee for your Virtual Event?

A great Virtual Emcee or Host engages the audience, keeps the energy up, segues from one presenter to the next, fills in the gaps, and adds insights, levity, and value, to name a few key reasons why the investment is worth every dollar! And it could not be clearer: *the virtual format makes all these duties that much more important.*

Prior to event your professional host will...

- Learn the ins and outs of the virtual platform to create a seamless experience for all attendees.
- Support the planning team to help distill the core message to create cohesiveness throughout the event.
- Provide professional speaker assistance for franchisor presenters.

During event, your professional host will...

- Add appropriate humor in just the right places to help audience stay engaged
- Create a consistent voice that adds a sense of familiarity, connection & community – something that can get lost in a disorganized virtual event
- Introduce and create excitement for each speaker
- Recap and give context to each sessions' key points
- Deliver important housekeeping notes
- Control flow and timing to ensure the schedule stays intact
- Manage energy: This is a science—to bring energy up or bring energy down to let people breathe, as necessary.
- Handle all aspects of the interweaving portions of your event to leave your executive and event team to do what they do best.
- Save the day, when/if needed. (This is especially important as we navigate the waters of virtual event technology)

Potential roles of a professional host...

- Moderating panels
- Facilitating round table discussions
- Fireside chat with CEO or other C-Suite Executives
- Awards Night moderator
- Combine Host/Emcee role with a Keynote to leverage your investment.

A special thank you to SPEAK! Partners and Emcee/Host Extraordinaires, Jeff Civillico, Jay Baer, Troy Hazard, and Jason Hewlett for providing their expertise and resources on why hiring a virtual emcee is crucial to the success of your next virtual event.