

# 7 Reasons Why SEAN GLAZE Will Be an Incredible Emcee for Your Conference



According to a study by the Event Marketing Institute, **70% of event attendees say the quality of the event host is a key factor in their overall satisfaction.**

Events with highly-rated emcees see an average **25% increase in attendee engagement** and a **20% boost in post-event social media.**

The person you choose to host your event can truly make or break it.

So, what factors should you consider to ensure you make the right choice?

Based on my experience with hundreds of events, working alongside event planners like you, I've learned how to create unforgettable experiences for both conference attendees and speakers, because the right emcee can elevate the event energy, engagement, and outcomes.

Here's why I would be an incredible emcee and make your next conference a memorable experience for attendees...

### 1 I Take Time Beforehand to Understand Your Audience and Goals

Before stepping on stage, I invest time to learn about your event's purpose, audience demographics, speaker lineup, and key messages. I engage in your Facebook event page and social media. I review your past events for context. And I always schedule a pregame call with event planners to review the agenda, clarify the theme and goals, and learn about any community acronyms, shared challenges, or insider secrets,

This prep allows me to tailor my approach, tone, and messaging to perfectly align with your vision, ensuring everything feels relevant and impactful. I partner closely with event planners to get crystal clear on your goals and how I can support them.



## **2 I Prepare an Energetic Welcome so Everyone Feels They Belong**

From the moment attendees walk in, I create a warm, inviting atmosphere that makes them feel appreciated and excited. My welcome messages are designed to energize the room, build immediate connection, create excitement about the value that they are about to receive, and set a positive tone for the event.

When people feel like they belong, they engage more deeply.

## **3 I Show Appreciation to Sponsors, Organizers, and the AV Crew**

I understand how vital every stakeholder is to a successful event. I make sure sponsors feel recognized and valued, giving them visibility that keeps them top of mind.

I also publicly appreciate the hard work of your organizing team and AV crew, which builds goodwill and smooths event flow behind the scenes.



#### **4 I Make Speakers Shine with Engaging Introductions and Callbacks**

My introductions don't just announce speakers — they build excitement by highlighting what the audience will gain, creating anticipation.

I keep your event's main themes top of mind by weaving reminders and highlights throughout the agenda. Throughout the event, I weave in callbacks to key takeaways, reinforcing learning from session to session.

#### **5 I Facilitate Unique and Entertaining Connection Activities**

Half of the value for your attendees is the content they will collect in their notebooks. But the other half is found in the connections they make that will impact their future success.

I foster a sense of community by encouraging interactions and highlighting opportunities for attendees to connect. When people feel comfortable and included, they are more likely to collaborate, share ideas, and leave with lasting professional relationships.



## 6 I Handle Unexpected Moments with Poise and Humor

Timing is everything in a successful conference... but live events are full of surprises. When things don't go as planned, I stay composed and seamlessly fill time or adjust as needed with relevant stories, interesting content, or quick interactive moments that turn challenges into moments of connection or lighthearted relief.

This ensures the program flows effortlessly and audience is engaged.

## 7 I Manage Break Times Effectively to Keep Engagement High

I use breaks strategically by setting clear expectations early and planting compelling "hooks" that create anticipation for what's next.

I also interact with attendees during downtime to energize the room and keep participants eager to return on time, maintaining momentum and engagement throughout, and reminding the audience of the importance of punctuality and the benefits that are waiting for them in the next session.



**In summary, choosing the right emcee is about more than just finding someone to open the event and introduce speakers.**

It's about partnering with a professional who understands your goals, energizes your audience, amplifies the impact of your speakers, and keeps every detail of your agenda running smoothly.

With my experience, preparation, and genuine care for your event's success, I'm confident I can help you create an engaging, inspiring conference that your attendees will remember.

