

Conference Emcee Overview

Definitions:

Event Host: The VP, Marketing team member or volunteer event chairperson who is in charge this year and they introduce people.

Emcee: An event host who might have better stage presence along with a few jokes. Some of them good.

Professional Conference Emcee: An event partner that drives event equity, engagement and memorability on and off the stage to ensure your story is told, and participant experience expectations are exceeded.



[Preview Jon Petz, CSP as Professional Conference Emcee](#)

Your conference emcee should have vast experience in:

- Creating a unique connection with the audience that is trusted and not cheesy
- Delivering a dynamic event flow to balance emotional connections with content and entertainment. Effectively shining the spotlight on other presenters, executives or volunteers and not themselves.
- Building and delivering relevant, engaging and purposeful content based on event theme and objectives for that specific audience.
- Audience management, event timing and emotional flow of an event
- Being an insurance policy to professionally handle:
 - Time changes and adaptations
 - Emergency situations
 - No-shows, go-short and go-long content elements
 - Production / AV issues
- Stage management, blocking and audio-visual production.
- **And by the way** – be exceptional on stage, as well as well off stage, while participating in networking receptions, hallways, breakout sessions, book signings and even the airport.
- **Your conference emcee will become part of your brand of your event.**



Creative Production Elements

- Media Elements
 - **Goal:** Increase approachability and authenticity of Executive or Staff
Example: Carpool Karaoke Example: [Ingram Micro Cloud Summit](#).
 - **Goal:** Onsite content creation for general session highlights
Example: Participant Interview segments: [HR Florida Annual Conference](#)
 - **Goal:** Entrance for emcee to create engagement and establish personality
Examples: (1) [Oklahoma State HR Conference](#) (Full production)
(2) [DalTile International Dealers Meeting](#) (Iphone production)
(Yes, Jon did take the stage soaking wet in that suit)
- Interview segment facilitation and creation
 - Celebrity's that don't have much 'talk' time
 - Executives
 - Guest Experts
 - Sponsors
- Game Show Options
- Breakout sessions, training.
- Committee member presentation / speaking training and assistance
- Custom Songs – interactive bands
- **Note:** Some above items would incur additional cost or staff

Ongoing Results & Success – All below are some of the recurring events:

- Financial and Insurance Conference Planners Conference - 1600 participants
- Scripps National Spelling Bee – 3000 live participants, plus ESPN live coverage for finals
- Ingram Micro Cloud Summit – 1500 Participants
- MPI (Meeting Professionals International) World Education Congress: 3000 Participants
- Dal-Tile International Sales Meeting – 1200 participants
- KY Association of School Administrators – 1000 participants
- Halliburton Global Engineer Summit: 1000 Participants
- 8% Nation – Top Insurance Agents Industry Conference: 1000 Participants

Some video Reviews:

<https://youtu.be/Qpvux1p5pEY>

https://youtu.be/LfUzmfDBi_s

<https://youtu.be/aHPsskVN8pg>



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Meet Jon:

Professional Conference Emcee, Jon Petz is a tech entrepreneur and former corporate sales and marketing executive. Combine that with a professional magician who has performed around the world and a author that has hit the business best-sellers list twice (*Boring Meetings Suck & Significance In Simple Moments*). The result? The one-of-a-kind uniqueness, relevance and unequivocal energy, engagement and entertainment of Jon Petz.

Jon is also no stranger stage. In fact he was “born to be there” says his family and client partners. As an author and keynote speaker, he has delivered over 1,200 wildly successful keynote programs for world leading to local brands. He’s been featured by USA Today, WSJ, CNBC & ABC News and success magazine.



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