



Manage Your Message System for Meeting and Event Emcees, Presenters and Executives

In this Manage Your Message series, Brian Walter, professional speaker, Emcee, and engagement expert, shows you the *Extreme Emcee approach* for developing and delivering more relevant content for your meeting or event audiences.

Few Emcees or presenters actually USE an event theme. Oh sure, they *reference* it. But they rarely *directly* tie messaging and key points to that theme. You, in contrast, are going to embrace it. For this Manage Your Message series, we are using a completely made-up theme - "Rising to the Challenge." The organization is ABC (clever, I know). The theme provides you, the Emcee or presenter, with a framework for organizing event content. Your event attendees are your target "customer."

Manage Your Message Checklist

Rising to the Challenge

- I have chosen the primary "challenge" for the event topic.
- I have identified all the sub-challenges to be addressed.
- I have looked at these challenges from the customer's perspective.
- I know the past and current status of these challenges.
- All ABC "rising" responses to these challenges have been surfaced and edited.
- Customers with dramatic improvement stories have been identified.
- "ABC" main initiative has been integrated into the new, improved outcomes.

ABC Vision

- I have created a succinct ABC vision for the event topic.
- Where appropriate, I have produced a timeline for development/progress.
- I am confident I have event content to describe "the future" in the event topic area.

What is New?

- New services/products identified
- New features/benefits identified
- New processes identified
- New policies/procedures identified
- New facts/information/industry developments identified

What can be Shown or Experienced?

- I have pictures to show that will be interesting for customers to see.
- I have video clips to show that will be interesting for customers to see.
- I have equipment that can be demonstrated on screen or LIVE.

_____ I have props that can be shown or passed around the audience.

What are the Stories?

_____ I have _____ stories picked out that will back up the key event points.

_____ I have spoken to a customer about giving a testimonial, or letting me share their story.

WOW Stats

_____ I have identified what customer beliefs I want to change or modify.

_____ I have created _____ WOW stats to help accomplish this.

What are the Takeaways/Call to Action?

_____ The takeaways are listed out and edited for easy comprehension.

_____ I have identified an important call to action.

Summarize your Presentation

_____ I have written a 2-2 paragraph summary of the event content.

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