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 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 will be using a completely made-up theme - "Rising to the Challenge." We will choose to refer to "your" organization as simply ABC (clever, I know). The theme provides you, the Emcee or presenter, with a framework for organizing your event content. Your event attendees are your target for messaging.

Strategy #3: What is the ABC Vision?

An important part of "rising to the challenge" is having a vision of where things are going and how "we" (the attendees attending the event) are all going to get there. In the event content, you need to provide attendees with glimpses of that future.

1) What is the ABC vision for the event topic?
2) What are the milestones that attendees can anticipate along the way?
3) What are the barriers that are being worked on to a brighter future in your topic?
4) What will life be like when that future is here?

Strategy #4: What is new?

Attendees are coming to your event to learn <u>new things</u>. So, what is fresh and new in the event topic area since last year or the last time attendees were at an event?

1) What are ALL of the new services, products or features in your area? (Of this list, which ones does the average attendee already know about?)
2) Have you created any new processes for creating, servicing or communicating within this area? (Of this list, which ones does the average attendee already know about?)
3) Is there any new information, statistics, case studies, government regulations, or industry factoids pertinent to the event topic that could be communicated to attendees?

Strategy #5: What can be *shown* or experienced?

A key value for those attending events, is the opportunity to see and touch hardware and software that attendees don't have access to in their companies or departments.

1) In the event topic area, do you have pictures of processes or products that attendees have not seen before?

2) Can you bring hardware or equipment for attendees to observe or interact with that they don't already own?

3) Can you *demonstrate* any process or system from the event topic area (ex. web connection to look up order status) rather than simply talking about it?

4) Is there a piece of equipment or prop that would be interesting for attendees to observe up close or pass around while you present?

5) Can you use video and/or pictures to show attendees a place or perspective they haven't seen before?

For more Manage Your Message strategies, go to https://extrememeetings.com/extreme-downloads/
For more information on Extreme Meetings, go to www.ExtremeMeetings.com