



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 #6: What are the *stories*?

Every presentation should have an attendee and ABC story.

- 1) What stories back them up? (If you have no examples, you can't make the statement!)
- 2) Who is the hero of the story?
- 3) Is it possible to make the attendee the hero of the story?
- 4) Can you have the attendee tell the story at the conference? (This would be a testimonial story. They can be short!)
- 5) Do you have a story for every main point you intend to make? If not, gather your staff together and assign them the responsibility for quickly finding some!

Strategy #7: What are the *statistics*?

Few things are more impactful than a "WOW stat." A WOW stat is a counterintuitive statistic that is dramatic and surprising. It makes the attendees think, "Really? That's not what I thought. Huh!" Wow stats do not communicate *incremental* improvements or subtle changes. They reveal or reinforce big swings or radical perspectives.

- 1) What attendee beliefs do you want to change? What do they assume wrong?
- 2) What statistics can you use that proves the correct belief/perspective on your topic?
- 3) Is there a follow-up statistic to your WOW stat that will further make your point?

Strategy #8: What are the *takeaways/call to action*?

When attendees leave your event, you want them to leave with a very positive overall impression of ABC. You want them to believe or have confidence that ABC is making great

progress in rising to the challenges facing them. You want them to believe they should stick with ABC for the long term because of your high-quality service, efficient systems and processes, or current and future products. You also want attendees to feel they are taking away immediate value from the event.

For all that to happen, every attendee should leave with some “takeaways.” These must be fully understood actions attendees can NOW TAKE to work more effectively with or in ABC. For example, it could be a new awareness of an existing service, a tactic for cutting down turnaround time, or the knowledge of how to incorporate more training. For takeaways to be truly *taken away*, they must be designed into the event content. A takeaway becomes a call to action when they challenge the attendee to try or implement something directly!

Call-to-Action Example: after participating in say...a Customer Care breakout session...attendees are challenged to set up an appointment the next week with their ABC rep.

- 1) What can an attendee who experienced the event content immediately start doing differently—starting next week, or month?
- 2) What are at least three things the attendee learned, that *could* be translated into future action?
- 3) What could an attendee experience that would change his or her perspective?
- 4) Is there a “call to action” that you can present to the attendees?

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