

# Leadership Nature

## The Emcee

The Emcee (or Master of Ceremonies) for your special event is the glue that holds your conference together on stage from start to finish, the tour guide who transitions the audience from one phase to the next, and the entertainer who makes it a fun overall experience.

### Because:

- ✓ People want more than a series of strung together presentations; they want a cohesive and memorable experience.
- ✓ Audiences need a frequent change of pace during a long program, and an emcee gives comic relief as well as practical transition points that cleverly reinforce the conference theme, key points, and objectives.
- ✓ An Emcee from outside the organization can add a sense of celebrity and add more humor than someone from senior leadership or the human resource department.

### You Need *The Emcee* When:

- ✓ You don't want to, can't or shouldn't be The Emcee yourself.
- ✓ You want to add a layer of entertainment to what would otherwise be a series of boring PowerPoint slides, lists of recognition recipients, and interminably long walks to the stage.
- ✓ You want to carry the theme of your conference right through to the grand finale and make the event a memory more than just a meeting.



Tom Davidson works with natural resource executives and others who want to accelerate their leaders, get their teams on track, and get new results from their leadership pipeline.



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“A meeting, like a story, is composed of many elements... But one thing that meeting planners often overlook is the piece that threads it all together—something that moves the plot from beginning to end—otherwise known as an emcee.”

— Smart Meeting Magazine

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## You Get

- ✓ An initial consultation about your specific needs and objectives for having an Emcee who is also an expert on leadership and natural resources.
- ✓ Participation in meetings with your event planners to develop, document and dry run the flow of events.
- ✓ Interviews with organizational leaders and a select number of audience members to customize the commentary, allude to events during the previous year, and tie into other parts of the conference at hand.
- ✓ Injections of humor along with the business of the meeting so that there is a light but professional tone throughout the program.
- ✓ Thoughtful commentary to reinforce the key points of the program in a memorable way.

## So That

- ✓ Your special event has a particularly cohesive look and feel.
- ✓ Your audience senses that the event has been given a more personal touch.
- ✓ Your next event is remembered as a seamless, well orchestrated experience, not just a string of presenters and awards.



“One of the best things about Tom is his ability to effectively communicate with employees at all levels of the organization. Being an exemplary leader, he quickly developed rapport with our managers and thus created an atmosphere of trust and effective learning... communicating real-life experiences into lessons on leadership.”

— John Carroll,  
Deputy State Forester, Virginia  
Department of Forestry



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