



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 #9: Extreme Emcee PSSST! Presentation Process:

Put yourself in the place of a conference participant. Would you want every ABC presenter to give a loooooong narrative punctuated solely by PowerPoint slides filled with text that summarizes the narrative? No, you would want variety. You would want to observe or experience things you have not seen before, and be surprised by new information (statistics), while hearing interesting stories, or watching peers share their story.

The **Extreme Emcee** PSSST Presentation Process helps a presenter to be more engaging. PSSST is an acronym for *Point-Show-Statistic-Story-Testimonial*. As an ABC presenter, you start with your point. Then, instead of just moving on to the next point, you reinforce that point.

- **Point:** Have a clearly defined point
- **Show:** Can the point be demonstrated? (Use pictures, props, demos, live technology.)
- **Statistic:** Do you have a WOW stat for the point? (This is a statistic that is counter-intuitive, and will surprise the attendees as it makes your point.)
- **Story:** Don't just say the point is true, share who, what, when, where and why. (Give an interesting example with as much detail as you can.)
- **Testimonial:** Let the customer talk! (Another customer who has had a positive experience has even more credibility than you...so get a customer to share his or her experience.)

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