

EMCEE SQUARED



KEN
HUGHES

Leading Consumer &
Shopper Behaviouralist,
CX Strategist and
Keynote Speaker

Emcee Squared

As a professional speaker, Ken Hughes spends his life delivering keynote addresses at events. From the small intimate CEO events to the 5,000-person arenas, he loves what he does. He should, because he chose it! To engage, educate, inspire and entertain an audience, to provoke and disrupt their thinking, to challenge them.

In the past 3 years he has also been regularly asked to host and MC client events. He has watched various MCs at work and he decided he would do things differently. Most MCs seem to think their job is to simply introduce each speaker on stage and run a bit of house-keeping. He would not agree.

Emcee Squared is an MC product that aims to deliver significantly higher value to your event. What other MCs take as their core role, he expands to deliver 3 other pillars to make your event truly engaging for attendees.





1

Speaker Introductions

He takes the time to learn about each speaker personally. He will speak to each of them on a call before the event, to understand their content, their story and learn a little about them personally. This allows him to introduce them with flair and more certainty. Is there anything worse than an MC reading out a speaker introduction from a page? These are your invited speakers. Your MC should know them personally and introduce them as such. With passion and personality.

Q&A sessions are also designed in the same way. Pre-discussed and set questions peppered with relevant content-led

questions and moderated attendee questions. The Q&A should add further value to the delivered content, not just another 5 minutes of a speaker repeating what they have just said. Again, discussing this with each speaker weeks before the event allows us to design value-adding Q&A.

To an audience, the speakers should be introduced and shared in a manner fitting to the event. With energy, importance and expectation. Get the introductions right and an audience is engaged and ready.



2

Inter Speaker Content

One of the issues with events is the 'thread'.

While you put so much effort into curating a good set of speakers, there is never a guarantee their messages will be cohesive to the overall arching theme of your event. Each speaker might have a unique take, and while you seek to control that to some level, with 6-8 speakers per day delivering content, it rarely all aligns nicely. You will have stronger and weaker content, stronger and weaker delivery. It is what it is.

something to it, and transition to the message of the next speaker. In between each speaker I showcase 3-5 minutes of bespoke content, adding context, provoking thought and adding further insight. This binds the day together in a cohesive style, giving attendees a uniform message throughout the day, instead of just leap-frogging from speaker to speaker. It is this Golden Thread and added content that helps attendee walk away with the core congress theme.

What is lacking at most events is a Golden Thread through the day, someone to take the core message of the last speaker, add



The Keynote

Ken Hughes is most famous as a keynote speaker, and as such, as part of the Emcee Squared product, he delivers a full keynote tailored to the event. As he has already been doing micro-content between each speaker, attendees now have a chance to engage at a deeper level.

As always he has a wide number of keynotes that can be delivered and tailored to any event, and having spoken to each speaker about their own content, he can then tailor his own keynote to build on their story and/or to support the overall congress theme.

Every year, Ken shares his thought-disrupting insights with tens of thousands of delegates globally. He is one of the most popular keynotespeakersbookedontheinternational conference and webinar circuit relating to the future of consumerism.

Regularly voted best speaker at events where he is invited to speak, he believes in engaging and delighting event attendees at every opportunity.



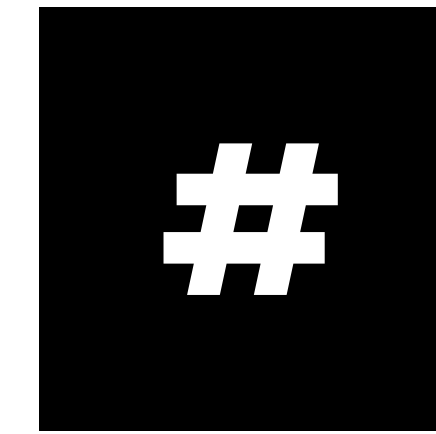
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Event Hosting & Gamification

The role of an MC is not just to introduce from the stage but to host the event on behalf of the client. This means to Ken Hughes to become the face of the event for the day, the person attendees recognise.

It is part of the Emcee Squared product to deliver here too. At networking breaks, at the event dinner or party. To be present, available for debate and discussion, to circulate and ensure everyone is doing well, to encourage inter-attendee networking. To make people feel at ease, to engage and to entertain, as any host would in their own house.

He also likes to entertain and engage an audience from the stage, with interactive games, stories and humour. If attendees are enjoying themselves at your event they will return and they will share their experiences with colleagues. From regular fun costume changes through the day (He is famous for his coloured trousers!) to challenging attendees with fun games, the Emcee Squared product goes beyond a simple 'stage presence'



Key things you get from emcee squared

#1. An energetic charismatic on-stage presence.

#2. An MC who takes the time to get to know each speaker in advance.

#3. Engaging and personalised speaker introductions.

#4. Q&A sessions that are relevant and add further value.

#5. Relevant thematic content delivered between each speaker forming a Golden Thread.

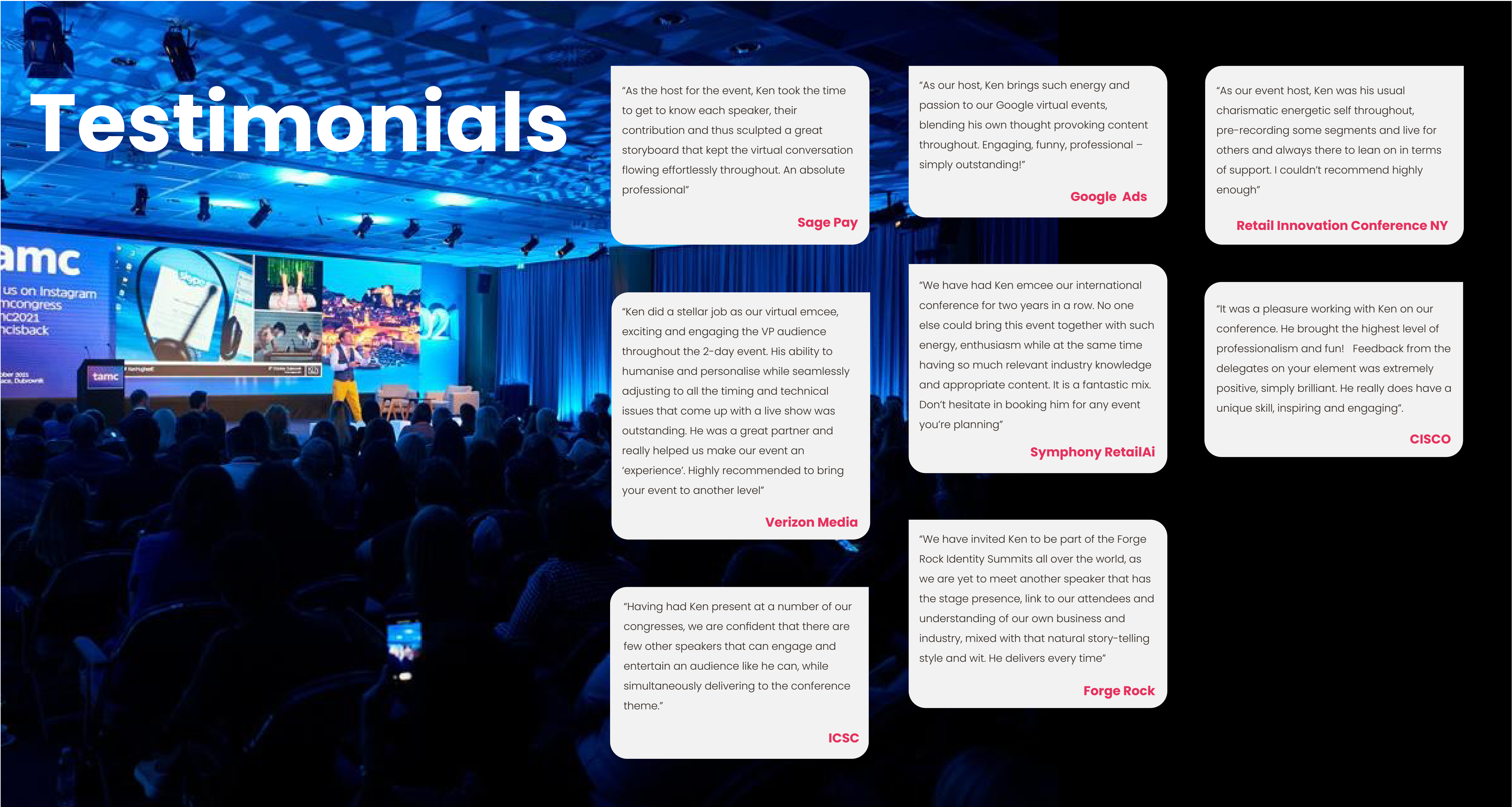
#6. Thought Provoking and an entertaining Keynote.

#7 .A speaker used to dealing with event management agencies, stage production and AV technical teams/issues.

#8. An event host for the congress, plenary sessions, networking and event cocktails/dinners.

#9. A fun approach to hosting an event where attendees are relaxed and engaged.

#10.A professional approach from event design, execution and delivery.



Testimonials

"As the host for the event, Ken took the time to get to know each speaker, their contribution and thus sculpted a great storyboard that kept the virtual conversation flowing effortlessly throughout. An absolute professional!"

Sage Pay

"As our host, Ken brings such energy and passion to our Google virtual events, blending his own thought provoking content throughout. Engaging, funny, professional – simply outstanding!"

Google Ads

"As our event host, Ken was his usual charismatic energetic self throughout, pre-recording some segments and live for others and always there to lean on in terms of support. I couldn't recommend highly enough"

Retail Innovation Conference NY

"Ken did a stellar job as our virtual emcee, exciting and engaging the VP audience throughout the 2-day event. His ability to humanise and personalise while seamlessly adjusting to all the timing and technical issues that come up with a live show was outstanding. He was a great partner and really helped us make our event an 'experience'. Highly recommended to bring your event to another level!"

Verizon Media

"We have had Ken emcee our international conference for two years in a row. No one else could bring this event together with such energy, enthusiasm while at the same time having so much relevant industry knowledge and appropriate content. It is a fantastic mix. Don't hesitate in booking him for any event you're planning"

Symphony RetailAI

"It was a pleasure working with Ken on our conference. He brought the highest level of professionalism and fun! Feedback from the delegates on your element was extremely positive, simply brilliant. He really does have a unique skill, inspiring and engaging".

CISCO

"Having had Ken present at a number of our congresses, we are confident that there are few other speakers that can engage and entertain an audience like he can, while simultaneously delivering to the conference theme."

ICSC

"We have invited Ken to be part of the Forge Rock Identity Summits all over the world, as we are yet to meet another speaker that has the stage presence, link to our attendees and understanding of our own business and industry, mixed with that natural story-telling style and wit. He delivers every time"

Forge Rock

Book this Emcee Squared

Please contact us on **hello@kenhughes.com** to book this keynote speech for your event

We are more than happy to assist you in your enquiry, to discuss how we can best support your event and tailor the content outlined in this brochure to best suit your congress theme. The more we can understand what you are trying to achieve and what you want your attendees to take-away, the better we can deliver.

