

# **Certified Professional Emcee/ Master of Ceremonies (CPE/CPMC)**

**A 3 to 6 month certification course**

Organised By



EventsMastery Training & Coaching

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## INTRODUCTION TO THE PROGRAMME

The Master of Ceremonies (generally known as Emcee or in short MC) is the "conductor" of an event or meeting. The primary responsibility of the Master of Ceremonies is to serve as a genial host. An ideal MC is a person who has poise, presence and who can command the attention of an audience.

The Master of Ceremonies is responsible for ensuring that the program/event runs smoothly, runs on time and that all the important people at the event are introduced in a complimentary, professional manner. Being a successful Master of Ceremonies requires preparation, a friendly manner and the ability to adjust or to ad-lib as necessary to ensure a successful event.

Finding the right people to put on stage as the host of your event is really, really important. You've got to have the right personalities and presence on stage as you continue to thread the theme or series through the night. It is often said that the MC can make or break your event on the day itself.

Being the MC can be a wonderful responsibility, both for the individual and for their company. In fact every company would really need someone internal and can even train a few of their employees to do some of the smaller or easier emceeing jobs for their own events instead of outsourcing each time, especially for smaller scale or internal events. They can learn to handle internal events efficiently and thus may even save the company some additional expenses.

At the same time, this workshop will be a good learning ground for personal development and to enhance yours or your staff's capabilities in this area. You may just discover the hidden talents in you and/or the gem that you are to your organisation!

***Those who are keen to enhance their credentials and proceed in this career can apply for the Certification programme as "Certified Professional Emcee", certified by IPMA, UK (International Professional Managers Association, UK)***

## **Why You Should Attend/ *Why you should send your staff to attend***

7 reasons why you would want to attend this workshop

Some of the key benefits include:

1. Learn 1st hand from the professionals who have done it and made it! You don't need to make the same mistakes by learning from others
2. A systematic approach to being the Master of Ceremonies, leaving no room for errors when it comes to preparation and on-site performance. Leave with system and documents to get you started as the MC.
3. A dynamic learning environment to practise and get constructive criticism for better performance. Live simulated mock-up for more effective learning. Get evaluated on the spot!
4. You will learn not just the skills of being a professional MC but also how to manage on-site crisis and how to work with 3rd parties to ensure a successful event.
5. Learn not just from us but from our guest speakers who are experts in their respective field. We will have guest speakers to share on their experience as MC and also on other areas of events that can have an impact on your performance as the MC
6. Opportunities to learn or practise at live events and to upgrade yourself professionally as a Certified Professional Emcee
7. Be a part of a community of MCs and Event Managers for sharing and learning. YOU will have access to our resources and coaches to ask for help when needed!

## **Learning Objectives**

About the programme and its learning objectives

This 3 - 6 months programme is for anyone who would like to learn to be a Master of Ceremonies, in a professional way and to gain a certification as "Certified Professional Emcee". We will help to bring out all the hidden talents of yours; encouraging you to perform beyond what you thought was your limit. This workshop and the programme will be full of illustrations and practice.

## **Learning Objectives**

### ***Some of the learning objectives from the workshop include:***

- The 3P's of being an emcee. That is Prepare, Practise and Perform
- How to handle pre-event requirements and how to ask for information that can help you to perform better
- How to structure the script for an event and the methods to address the audience
- How to manage the use of language, pronunciations & enunciations of words
- To master the proper use of equipments especially with the microphones and sound system, including how to conduct sound test
- How to make the audience feel at ease and to create the mood for the event
- Trouble-shooting of problems during an event and crisis management
- Understanding how to use certain key documents or checklist and how to work more effectively with all parties involved so that you can give a good show
- On-site coordination and operation issues including how to manage or organise special needs or sessions during events, eg how to ensure an effective lucky draws session
- And most of all, giving the audience a great time.

### ***Some of the learning objectives from the coaching and certification programme include:***

- To practise what you learned from the workshop in both stimulated and real live events as either the co- or main emcee of the event
- To be coached and further improve on areas that needs improvement
- To realise, tap and develop hidden abilities as this coaching is very individual based



## Programme Contents

The programme consist of 3 parts:

**Phase One** - 2-day skills-based training workshop

**Phase Two** - Individual Coaching and/or small-group Clinic (3 sessions, face to face by via online) - 2 written assignments

**Phase Three** - Practical Assignment - live event emceeing (to be assessed on actual live presentation as emcee for a real live event)

What we will cover for this 2-day workshop

SECTION	ITEM	DESCRIPTION
Part 1	Introduction to the Master of Ceremonies	Basic requirements needed to become a Master of Ceremonies. We will run through some of the basic requirements and do a background understanding of the participant's experience & skills so that we can address the gaps.
	<i>Individual Assignment 1 (Pre)</i>	
Part 2	Learn what are the skills needed to be an MC	a) <u>Learn Pronunciation &amp; Enunciation of words</u> - the correct pronunciation of certain English words and what do you do when you are given a foreign word to pronounce! Such as Hrudayalaya or Drospironone or Acim Leonard...
	<i>Individual Assignment 2 (Post)</i>	b) <u>Showmanship skills</u> – Presenting yourself as an Emcee that is suited for the event  c) <u>How to use and hold the microphone</u> How to do proper Sound Checks during rehearsal that will make your voice will sound better. Participants will also learn about the different types of microphone and microphone stand. How to hold and use the microphone.  d) <u>How to manage an event</u> –an emcee has

		great responsibility to make sure the audience/guests are comfortable and enjoying themselves. In addition they need to know how to manage any eventualities or unplanned visits that might occur.
Part 3	Preparing before an event	This is where you will learn <ul style="list-style-type: none"><li>• How to write a script. Learn easy formula for writing your emcee script that you can apply to almost any event. Participants will write and present their scripts to the class.</li><li>• Potential Problem Analysis/Crisis Management – A powerful tool to prepare the Emcee for any eventualities that might occur during an event. Once the participants understand the tool, they will immediately put it into practice.</li></ul>
	<i>Team &amp; Individual Exercises</i>	
Part 4	Putting everything together	Participants will put everything they have learnt in part 1 to 3. Including paperwork and script.
	<i>Team Assignment</i>	
Part 5	Mock presentation	Participants will present themselves as an emcee in a mock event. The mock event will be recorded in order to give feedback and improvement.

## Who should attend and what you will get

### Who should attend

- Staff who often have to emcee own company events
- All those who want to know how to emcee professionally
- All those who aspire to be professional MC

### What you will get

- You will get 1st-hand knowledge from experienced practitioners who are professional MCs in their field
- A systematic approach to being an effective MC with proven system consisting of templates and checklist
- You will be given a copy of the recordings done on your presentation assignment at the workshop for future review
- You get to practise what you learned on the spot and be evaluated.
- Learn not just from our trainers but also from our guest speakers who are experts in their field.
- Post-event email coaching (3 months) – You can continue to ask even after the workshop, especially when you go live!
- Online community of MCs & event managers with forum, blogs, and on-going articles of interest, for sharing and networking
- We can provide you with live on-the-job training opportunities with our on-going events, if required.
- You will get the Certificate in Attendace to show that you have attended the 2-day workshop
- For those on certification programme, will get a UK-based professional certification as "Certifed Professional Emcee" provided by International Professional Managers Association, IPMA, UK that comes with one-year IPMA, UK membership for continuining education. \**<payment applies direct to IPMA,UK>*



## ABOUT THE TRAINER

### Azah Yazmin Binti Yusof Ali



Master of Ceremony Workshop Master Trainer – Azah Yazmin

**LL.B (Hons), DSLP, MA TV Journalism**

**M.Soc. Sc in Counseling Psychology**

Azah holds a degree in Law from Universiti Teknologi Mara, Shah Alam, Malaysia, a post graduate diploma in Syariah Law and Practise (DSLP) from the International Islamic University (Gombak), a post graduate diploma in Tesol from London Teacher Training College and she was a recipient of the prestigious Chevening Scholarship from British council to study Masters in TV Journalism at Goldsmiths College, University of London. Currently, Azah has graduated with Masters in Social Science in Counselling Psychology from Universiti Kebangsaan Malaysia.

Azah started her career as one of the TV presenters for award winning edutainment program call 3R: Respect, Relax & Respond ([www.3r.com.my](http://www.3r.com.my)). Amongst the highlighted issues were; relationships, HIV/AIDS and violence against women. Azah was not only responsible for hosting in front of the camera but she was also involved in script writing and producing.



Since her stint in media Azah by chance started to emcee event with her other two host of the 3R. Eventually Azah started to branch out to emcee on her own and twelve years later Azah is still called to Emcee events. She has done numerous product and book launches, Dinner and Dance, Family day Birthday dinners, Public Awareness campaign and events for past prime minister as well as Royal events. Azah has also performed as the Sub Announcer for one of our local radio station.

Azah currently runs her own counselling company, does training and coaching and continues to emcee events for her clients.

## **What they say...**

### **Here are what the participants say....**

**Hadibah Hasan, Manager, HSBC Amanah Takaful**

*The best ever seminar that I have attended since 1991. New methodology introduced, learn from your mistakes. "The show must go on".*

**Izzatul Afidah, PetroSains Sdn Bhd**

*It's really-really good!! Excellent!*

**Muhammad Zulkamal, PetroSains Sdn Bhd**

*I love this workshop. It helps me a lot, and helps me to find out all my weaknesses.*

**Rowland George Clarke, Sarawak Energy**

*A great, interesting and interactive workshop.*

**Mok Poh Yuan, GTE Travel & Tours** *A very good workshop to train and learn to become a professional master of ceremony. A very comprehensive and intensive workshop to have. I will highly recommend it to others.*

### **Here are some video testimonials....**

[Click on the link to view videos - http://eventsmastery.wordpress.com/the-master-of-ceremonies-workshop/what-they-say/](http://eventsmastery.wordpress.com/the-master-of-ceremonies-workshop/what-they-say/)

**THANK YOU - PLEASE EMAIL MCW@EVENTSMASTERY.COM FOR MORE INFORMATION.**