

Emcee in the Spotlight

atex
the attendee experience co.

Introducing one of the team; emcee, moderator and facilitator Sasha Qadri. An amazing interviewer with experience across many industry sectors.

Where in the world are you based, Sasha?

I'm based in London, United Kingdom.

Tell us about your journey to becoming a professional emcee. Why did the profession call to you?

I've worked as a journalist for many years, producing, reporting and presenting the news. When I moved on from newsrooms I naturally gravitated to roles where I either interviewed people or hosted business events. I think it was a natural progression from what I did. It satisfies my thirst for being inquisitive and being challenged as you're always learning about new sectors, or delving deeper into sectors you're familiar with.

What motivates you to do what you do?

I really enjoy meeting new people and travelling. Working in newsrooms for many years you get used to getting up to speed – at speed – with new topics and sometimes complex issues, and doing this kind of job is very similar. It's not always easy to find your calling but I've been lucky as emceeing/moderating is for me very similar to the best parts of working in television news.

What is your biggest accomplishment as a professional emcee?

I find any event where you may be tackling somewhat dry subjects and manage to make a discussion come to life and see that you've engaged an audience is particularly satisfying. One comes to mind at the end of last year which was very technical. Meeting the panellists beforehand and spending time deciphering what to discuss during the session, what certain technical terms meant, what level of knowledge was assumed by the audience, and what questions to pull out of the bag in quiet moments ensured a very successful discussion. That felt like a good accomplishment at the end of that event. It could have gone 180 degrees the other way!



Sasha Qadri

What are your top 3 event planning tips?

- 1 Think about engaging with an emcee early on. Experienced professional emcees can take your event to the next level and the good ones won't be available last minute. Often it's assumed that someone in-house can create the same experience. I don't think it's the case.
- 2 Involve your emcee in the planning process. Usually, we are happy to be part of a prep call and can offer advice and suggestions based on all our experience. Or come up with the "have you thought of x?" questions.
- 3 Keep things simple. Over-planning or over-scripting is unnecessary. If you have a professional on board, leave it to them!

**Contact us to find out more about booking Sasha
for your next event atex.world**