

Emcee in the Spotlight

atex
the attendee experience co.

Introducing one of the emcee team; Neil Hudson-Basing who is energetic, and friendly, with a warm confidence and authenticity that lets everyone know they are in capable hands.

Where in the world are you based, Neil?

South London in the UK.

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

Having been an events manager for years, I always loved the idea of hosting my events but my fear of public speaking meant that was a no-go! Yet I saw people moderating events badly which I often found jarring - particularly the missed opportunities for audience engagement, to challenge statements and probe for more depth.

When I took a break from alcohol, I found a lot of my anxiety dissipated so I thought I'd brave it at by introducing the event I'd curated. It was an International Women's Day event and whilst it was a minor part of the event, I was able to inject my passion for equality & feminism into it. That was the start... Fast forward to today and here I am with atex.world feeling free to bring my experience, energy, and authentic self to my emceeing.

What motivates you to do what you do?

I am passionate about storytelling and the power it has to make a difference, to change hearts & minds. It's something I try to harness professionally & also in my personal output.

When it comes to being an emcee, I love being able to provide an anchor for the event - that consistency that helps thread all different elements of an event together & brings the audience along for the ride to ensure they get the most out of it. My inclusive approach to life and people is one of the reasons I am so motivated to create an experience everyone feels part of.

What is your biggest accomplishment as a professional emcee?

I've had the privilege of emceeing and hosting some truly fantastic and impactful events but if I had to pick one, I'd have to say hosting a session focusing on the Higher Education experience for Black staff & students on the community stage at UK Black Pride in August 2022 is up there with standout moments!



Neil Hudson-Basing

What are your top 3 event planning tips?

- 1 Ensure your emcee or moderator knows what you want to get out of the event. The objectives, the story you want to tell, and the feeling you want to leave audiences & speakers with
- 2 Give your emcee space, creativity & freedom to be themselves to help you meet the above. It will make it a more authentic experience for everyone watching/ involved
- 3 Involve your emcee early in the planning process and include them in your discussions at every step of your event planning. Lean on their experience as an emcee but also with their other roles/ 'hats'. This could add unexpected value

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