

Emcee in the Spotlight

Introducing one of the team; emcee, moderator, facilitator and meeting design expert Heather Mason. An accomplished CEO, producer, speaker and emcee; Heather's style is vivacious, and energetic and can bring a room to life.

Where in the world are you based, Heather?

I'm based in Los Angeles, CA and Salt Lake City, UT, USA

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

I was taught public speaking by one of the best when I was 15 years old. My speaking coach transformed me from a shy girl to someone who loves getting on stage. I also enjoy teaching others how to love presenting as much as I do. I began emceeing as part of my work producing conferences. I knew that everything would go smoothly if I had an emcee as my partner, who was working with me. So starting in 2013 I began doing that for my conferences and my clients, and things took off from there.

What motivates you to do what you do?

I am a believer that everyone has a voice and something to say, and providing the freedom, space and comfort for those individuals to bring their message to a stage is exciting. I get to work with a variety of industries and sectors and learning about all the various careers, initiatives and projects that individuals and teams are working on is inspiring. I consider my role impact adjacent.

What is your biggest accomplishment as a professional emcee?

I like to say that my biggest accomplishment is getting those on stage to shine. Whether it is through an interview, moderating a panel or simply working with a keynoter backstage, ensuring that they are taking advantage of that moment is a personal source of pride. One more moment I enjoy is when I get to see someone shy like I once was, take the mic with confidence.

What events do you look forward to supporting?

There are an incredible number of business models that make this world and economy work. Particularly I have worked a considerable amount in the social good and foundation sector, but also feel comfortable in more corporate environments like insurance, and financial services. I will say my most unique conference has been emceeing for a teenage girls' conference for three years running. My ideal client is someone who is looking for a partner on stage to help them as an asset and an ally.



Heather Mason

What are your top 3 event planning tips?

- 1 Look for someone you blend with and who blends with your clientele. You want a person to adapt to you as opposed to the other way around
- 2 Don't worry about having the agenda nailed down before inquiring about an emcee, sometimes they can provide ideas and take things off your plate
- 3 Allow for plenty of time for the emcee to get to know speakers and panellists to provide the best engagement and conversation on-stage

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