

Emcee in the Spotlight

Introducing one of the team; multilingual moderator and emcee Mounia Berrada-Gouzi. Naturally curious Mounia effortlessly creates interactive event experiences with a true human connection with both clients and audiences.

Where in the world are you based, Mounia?

I'm based in Germany and Spain.

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

I was drawn to events like a moth to a flame. The love story began in 2011 when I began working in Human Resource Development at the European Central Bank in Germany. In my "free time," I would network with my colleagues in Communications and managed to secure a role in Events' for a few months. I spent a few years working in event management and loved the buzz of events, the versatility, and the ability to meet so many different people. Events are intense, but it is this intensity, the chaos, and the community that I thoroughly enjoy. My role as an emcee developed naturally. I was approached by an event agency I had previously worked for as an event organiser as they knew about my background in performing arts and my love for people and communication. That was in 2015. Things became serious in 2018 when I turned pro and began emceeing full-time with gigs for Huawei, Philips, and other international brands. I have never looked back since, as my career took off quickly and I was able to gain traction fast.

What motivates you to do what you do?

I try to only think about what needs to be done each day in each moment. I have stopped focusing on the future too much and practice being present in the now. It improves the quality of my hosting. This allows me to be creative, agile, and joyful in everything that I do. What is most important to me is being myself and connecting with people. Part of why I love my work is because I love engaging with people. This motivates me more than any specific topic or being on stage. I enjoy connecting, interacting with people, and feeling engaged. This passion flows into my work as an emcee.

What is your biggest accomplishment as a professional emcee?

I don't think there is one big accomplishment. I'm grateful and honoured to be able to do this work and to continue expanding my skills and expertise. I feel privileged to have moderated hundreds of discussion-based events and meetings and to be trusted by some of the world's biggest brands. If I were to pick one accomplishment it would be the time that I moderated a technology-focused roundtable discussion in French (not my Native language).



Mounia Berrada-Gouzi

What are your top 3 event planning tips?

- 1 First and foremost: put your focus on attendees and try to find a common ground between your event objectives and attendees' needs. Spend time speaking to your attendees (or ideal attendees) before your event to find out exactly what they want and don't want (in terms of content, program, networking etc).
- 2 Use an emcee to design and execute interactive, discussion-based formats that involve the audience. Try to keep those formats short and limit lengthy keynote presentations.
- 3 Involve the emcee earlier in the planning process (i.e. when crafting your agenda). Ask the emcee to help with selecting engaging speakers. Speakers should primarily be great communicators and curious about people. If in doubt, invest in a speaking coach/trainer (some Emcees offer this as an additional service).

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