

# Emcee in the Spotlight



Introducing one of the team; presenter, emcee, and event host Nikki Dean. Ready for any eventuality with a big smile, quick wit and down-to-earth Northern good nature makes her popular with many.

## Where in the world are you based, Nikki?

I'm based in Manchester, United Kingdom.

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

I trained as a Broadcast Journalist at University and worked as a Producer before quickly switching to work in front of the Camera. My first job was Co-Anchor of a 3-hour Live TV Breakfast show for The Guardian Media Group at just 25.

What I lacked in Professional experience I more than made up for with hard work and enthusiasm and I spent 3 fabulous years Presenting their flagship show, learning the ropes and honing my craft conducting interviews on every subject you can imagine and using my Northern humour to navigate the unpredictable but joyous world of Live TV.

From there I spent 6 years as the Online Presenter for BBC One's hit show Strictly Come Dancing. Presenting all the backstage interviews and Red Carpet specials which were incredibly fun and on a Sunday Morning you'd find me on BBC2 where I'd indulge my love of Technology as The Gadget Girl on the Live Show 'Something for the Weekend', alongside Tim Lovejoy and various celebrity guests.

Since then I've worked in Motorsport Presenting, indulging my love of cars as an Automotive Presenter whilst continuing to work across all areas of Technology from Consumer gadgets, Green and Sustainable technology and AI.

Moving into Live Event Hosting was a natural progression and something I adore. I've been lucky enough to host Product launches, Awards Shows and Conferences as well as Moderate Panel Talks and host Podcasts around the globe for some amazing clients and love every second.

## What motivates you to do what you do?

I've always been a chatterbox, constantly told off for talking at school but I always say I was practising, even then, for this job! :) I love people and finding out their story and nothing quite beats the buzz of walking out on a live stage, setting the energy of the day or evening and knowing that you're helping to bring your clients' visions and messages to life. As a people person with a passion for storytelling, there is no greater job.

## What types of events do you look forward to?

I've worked across all sectors. The secret ingredient is my passion to ensure the event hits the right note. I especially love anything Technology, Innovation, Motorsport and Automotive. I'm passionate about celebrating Women in Business and championing women in industries where they're underrepresented.



Nikki Dean

## What are your top 3 event planning tips?

1 Firstly, hire and Emcee! :) It allows your team to focus on what they do best, safe in the knowledge that your event will flow to time with the right energy throughout. We are professionals with the right tools and experience to ensure your audience leaves with the right takeaways and impressions of your brand.

2 Get your Emcee, host or moderator involved as soon as you can.

We have invaluable insights and experience that we can often help in the planning stages by suggesting what's worked well for us before and becoming part of your team.

3 My motto is to always be authentic, professional and fun whilst keeping a cool head.

The Event planning process can be stressful and live events can sometimes throw up unforeseen challenges so surround yourself with a great team and never lose your sense of humour.

**Contact us to to book Nikki for your next event [atex.world](https://atex.world)**