

Emcee in the Spotlight

atex
the attendee experience co.

Introducing one of the team; emcee, speaker, stand-up comedian and broadcaster Julia Streets. A popular choice both in real life and even in the metaverse!

Where in the world are you based, Julia?

I'm based in London, United Kingdom.

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

In truth, it wasn't a profession I'd ever considered and my hosting career began when others called me to it. Industry contacts asked me to host their conferences, and private client events and conference organisers asked me to get involved with their huge events and awards. From what I'm told the appeal is my blend of industry and subject matter insight as an entrepreneur and advisor in the world of technology and financial services, combined with a confident stage presence as a former sell-out stand-up comedian that has also extended into the world of broadcast and podcasting.

What motivates you to do what you do?

For me, it's all about impact. Easily said, but I always start by trying to understand what we're ultimately aiming to achieve. I like to figure out what success looks like for the audience (after all often they're the ones who have paid to attend), the sponsors, the speakers/ contributors and the organising teams. I also take the time to build relationships with the technical and even catering teams because the smallest details can make the biggest difference to the overall delegate experience.

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!



Julia Streets

What is #1 your top event planning tip?

Think about a) the professionalism, b) the freedom and c) the energy that an emcee will give your event.

A great emcee will let you focus on looking after your sponsors, partners and audience, confident that the stage is in great hands.

A professional will know how to best navigate the hiccoughs with gliding grace and how to drive (sometimes restore) energy from start to finish.

It gives you the freedom to take a step back and observe your event holistically, to feel the audience's reactions, observe the production overall and really listen to the tone and engagement without worrying about what's up next.

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