

# Emcee in the Spotlight

**atex**  
the attendee experience co.

Introducing one of the emcee team; Clare Forestier who is an charismatic story teller and skilled interviewer with over 20 years as a broadcast journalist.

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

Bristol in the UK.

## Tell us about your journey to becoming a professional emcee.

### Why did the profession call to you?

I have always loved explaining things and telling stories to an audience.

Unsurprisingly English and Drama were my best subjects at school, and I got into writing, not so much my own stories, but telling the story of what I was reading and learning about.

Naturally I grew up and decided to be a journalist and tell other people's stories.

I freelanced a lot as my husband was in the forces, so we moved a lot! And as a sideline I started to help organisations improve the way they told stories in the media and helped their staff improve their speaking and storytelling skills.

Then I got the opportunity to work in a private business helping industries and organisations tell their stories in events and via film.

I realised events were just another way organisations tell their stories to their clients and I loved the different formats that could be used to do that and how an emcee can really help improve the attendee experience.

I now work as an independent emcee, and while I love being my own boss, I miss the teamwork so being part of the events team for an event is perfect!

## What motivates you to do what you do?

I am a very social person, an extrovert who thrives on working with others. I live in a noisy busy home in the city of Bristol, with my husband and a plethora of young adults, teenagers, pets and mountains of laundry. I spend my spare time ignoring housework, watching apocalyptic sci-fi box sets, and going wild swimming.

What motivates me every day is an urge to improve the event experience for attendees. My personal hashtag would be #nomoreboringevents!

## What is your biggest accomplishment as a professional emcee?

My biggest accomplishment as an emcee was when I hosted three annual global flagship events in London for a multi-national telecommunications company. My job was to ensure each event was world-class; deftly delivered, high energy, with audiences engaged and captivated; deliver key messages in innovative, interactive and compelling ways; use technology to elevate the audience experience and ensure senior executives and attendees alike are wowed!

Each global event lasted 1-3 days and was hosted for 3 different audiences; internal, partner and analyst. A total of 3,000 people attended the events both in person and virtually around the world.



Clare Forestier

## What are your top 3 event planning tips?

- 1 An emcee is so much more than the person who manages timings and introduces speakers so book them early, and get them involved as soon as possible to maximise your investment.
- 2 Communication is key! So make sure your emcee meets all the contributors to help build rapport and ensure seamless transitions during the event.
- 3 Your emcee can really be a catalyst for effective NETWORKING which helps people make connections, one of the key reasons people go to events.

**Contact us to find out more about booking Clare  
for your next event [atex.world](https://atex.world)**