

# Emcee in the Spotlight

Introducing one of the emcee team; Shonali Devereaux who brings with her over 25 years in the event world. She has led an events team that raised up to £10M for charity and even done a TEDx talk!

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

In the United Kingdom!

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

Having spent 25 years organising some of the world's most fabulous events, my work has led to me in finding my superpower; which is facilitating fantastic conversations.

## What motivates you to do what you do?

Enabling humans to make and build connections is incredibly rewarding. I love emcee work as I get to energise and engage audiences to learn, to network and harness their collaborative power.

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

There are so many! Whether introducing Sebastian Coe, interviewing the Political Editor of Newsnight, or making my corporate clients feel like rockstars, there are so many joyous moments within emceeing!

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

My ideal client is one that genuinely wants to bring their audience together with thoughtful content and moments to connect. I like working with clients that need an emcee to feel like part of the family - I like to use active listening, improv, ad-libbing and occasionally humour to bring the event together. And - while I do bring gravitas to my roles - I love clients that want me to be bright and bring energy!



*Shonali Devereaux*

## What are your top 3 event planning tips?

- 1 Content is KING (or QUEEN!) I do my job best when you've thought about your attendee experience end to end.
- 2 Bring atex in EARLY! If you want the event to feel smooth, then having us / your emcee as part of the discussions will really help
- 3 I Emcees are the GLUE that holds your event together. Don't skimp on us, on a showcaller or on AV.

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