

# Emcee in the Spotlight

Introducing one of the team; presenter, journalist and content creator Alex Wood. With over a decade of experience in media and events, Alex brings a relaxed yet engaging moderating style to every job. From festival stages to film screenings, he has worked for a broad range of clients but specialises in facilitating discussion in business, technology and digital transformation.

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

I am based in Bristol, UK.

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

Like many, I didn't plan on becoming a professional emcee—in fact, I didn't even know it was a career option. I began in journalism, working in newspapers, radio, and television, driven by my love for storytelling and meeting people. After becoming the Breakfast Presenter at ITV News West Country, I transitioned into a global events company as an in-house moderator. There, I led a team and hosted over 300 events, from virtual roundtables to large conferences.

## What motivates you to do what you do?

What I love most about being a professional moderator is connecting speakers with audiences to create impactful experiences. I help speakers deliver their message effectively while encouraging audience engagement through questions and interaction. This approach brings me professional pride and turns good events into great ones—where speakers leave a lasting impression and audiences feel genuine emotion. As a moderator, I focus on crafting these experiences while maintaining commercial awareness to meet client goals and deliver real value.

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

I've been fortunate to work with amazing clients and unique projects, and I believe my biggest accomplishment as an emcee is still ahead. One highlight was hosting a Q&A with the real-life stars of National Geographic's *The Rescue*, which tells the gripping story of 12 Thai boys and their coach trapped in a flooded cave. Sharing the stage with the divers at a film screening was an unforgettable early experience.

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

I've moderated various events—virtual, hybrid, and in-person—but nothing beats the energy of a live audience. I love events where I see the value I bring, whether connecting speakers, facilitating panels, or advising on content. Sharing my experience in successful event delivery with clients is truly rewarding.



Alex Wood

## What are your top 3 event planning tips?

- 1 Teamwork makes the dream work - A great event requires a reliable team you trust. While a professional moderator helps, success is a collective effort involving venue staff, managers, producers, and crews.
- 2 Start planning early - Fail to prepare, prepare to fail. Start planning early and assemble your team weeks, if not months, in advance. Involve your moderator for valuable ideas and connections.
- 3 Don't panic - Even with thorough preparation, events can go awry—keynote speakers may drop out, catering might be late, or WiFi could fail. Having calm, solution-oriented people is essential.

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