



# Up Front in Control : Great Master of Ceremonies Reveal Their Trade Secrets

*Peter Miller, Ron Tacchi*

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Whether you are a professional Master of Ceremonies or a MC-in-waiting, a speaker who wants to extend their income base, or a business person who gets asked to MC the company functions, UP FRONT IN CONTROL will bullet-proof you against all the things that scare most people when they take the microphone in their hand to welcome an audience. This paperback is a comprehensive, informative hands-on, how to manual that took more than 7 years to write and put together. The 192 pages draw on 30+ years combined experience with audiences from around the world. The book has been written by MC's for MC's now working who wish to lift their proficiency skills, for those who desire to work as a MC or compere, and for those who are required by their employer to take on this role for a function. This is the first and most complete Master of Ceremonies resource ever published. Two of the world's most experienced MC's take you step-by-step through the process of conducting any social or business function from start to finish, and show you that it is not such a difficult duty as it might at first seem. Filled with tips and techniques, insider secrets, short cuts, practical checklists and sample run sheets, UP FRONT IN CONTROL is delivered in a knowledgeable, friendly manner and covers every aspect or situation that an MC (or Emcee) might find themselves in whether that is a corporate business or social occasion. Divided into three sections - The Job, The Rules and The Business - it is well written, well indexed and clearly presented, each chapter in this work is interspersed with succinct sub-headings and highlighted quotes as well as a chapter summary in point form to conclude. Topics cover: Preparation, Use humor and classic one-liners to WOW your audience Deal with hecklers so you look like a winner, recognize the difference between a speaker, an entertainer and a Master of Ceremonies Use acting techniques to keep you calm and cool on and off stage How to spot the difference between a Compere and a MC? Fancy dress Marketing your services as a professional MC How to acknowledge and thank a speaker Introducing speakers Proposing a toast Presenting gifts How to manage yourself at large corporate events An introduction to MCing a wedding How to shorten a lengthy award nights so they have impact How to connect with everyone at a huge outdoor event Learn the basics of compereing a fashion parade Creating a buzz from retail promotions The rise of female MCs How to have a powerful voice Techniques to enhance your charisma How to recognize and develop your personal style of presentation Grooming There are also helpful templates that accelerate the entire process and get you onto the stage without too much legwork. The paperback version includes 11 amusing full-page humorous cartoons. It will guarantee your next assignment will be better prepared and more rewarding for you and your audience. Success on any live stage is guaranteed if you follow the simple, straightforward tips and techniques from these masters of the microphone. Learn the lessons of the lectern and MC your next occasion with confidence and style. You can really enjoy the experience of keeping the event entertaining, informative and on time. The MC industry finally has a frame of reference to establish itself as a core part of any special event.

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