

# $E = emcee^2$

## THE SCIENCE BEHIND EXTRAORDINARY AUDIENCE ENGAGEMENT

Christine Cashen & Tami Evans



## ENERGY is EVERYTHING.

Without energy? Thud. Dud. Meh. NOT the kind of response you're looking for — right?

With ENERGY, events POP. Sizzle. Soar. There's a buzz to the room. A cohesiveness to the conference. Everything feels connected. Attendees walk away feeling transformed. Inspired ideas are top of mind. Everyone feels electrified in the best possible way. Value resonates with every audience member.

And you? The one who put it all together? The one who artfully engaged a team who could put all the right pieces in place to create that kind of synergy, fun, and unforgettable experience? You'll be legendary.



## THE FORMULA

Meet E=emcee<sup>2</sup>, the dynamic duo of Christine Cashen and Tami Evans.

Together, they've cracked the code for event magic.

- + Network value
- + Connection
- + First-timer engagement
- + Member retention
- + Sponsor and vendor interaction
- + Shareable moments
- + General assembly participation
- + Sense of community
- + Event flow
- + Energizing the audience
- + Timing

**= AN UNFORGETTABLE EXPERIENCE**

There's a science to creating events that elevate the experience for the audience, create conversion, keep attendees until the end, and keep the headaches at bay. Tami and Christine have developed a formula that delivers the results you want in a way that will feel seamless, fun, exciting, creative, and collaborative for you and your entire team.

**That's a win for the event, the organization, the audiences, and a win for YOU.**

## THE SOLUTION

**Christine Cashen and Tami Evans**  
**Keynote Speakers, Masters of Ceremonies,**  
**Event Energizers**

Often dubbed the 'Tina and Amy' of events, these two powerhouse speakers have a combined 40 years of speaking experience, over 1,000 events under their belts, real-deal personalities that connect with audiences, and backgrounds in theatre, performance, and broadcasting – as well as corporate and leadership experience – that make them relatable, engaging, and help keep audiences on the edge of their seats and laughing out loud.

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## THE PACKAGE

Long before the first riser is put in place, seat positioned, or first guest arrived, you'll know your event is in experienced hands with Tami and Christine. They'll have expertly helped you to synchronize every facet of your conference in such a way that when the lights go up and the audience settles, you'll feel the energy shift and the excitement electrify the room. They get the promotion, the logistics, the value needed, and the stakes invested. They also get how to create the human connections, get people on their feet, and leave audiences buzzing about their experiences for months to come. If THAT'S what you want from YOUR next event,

**CALL THEM. You'll thank yourself for it!**  
**And so will your audience!**

Opening Keynote | Closing Keynote | Masters of Ceremonies  
Marketing Videos | Social Media Interaction | General Session Design  
Production Consultation | Connectivity Continuity | "Can't-Miss Content"  
Volunteer Leader Spotighting | Stage Presence Coaching for Executives  
Awards Ceremony Hosts | First-Timers Session | Post-Event Staff Debrief  
Exhibit/Vendor/Sponsor Pull Strategy | Platinum Level Product Placement

**ENERGIZE YOUR NEXT AUDIENCE,  
CALL THE  $E = emcee^2$  TEAM TODAY!**



Q: What is the best way to make your 38% first-time attendees feel welcome?

**A: CONNECTION.**

Q: What is the fastest way to create connection?

**A: LAUGHTER.**

Q: What is the most important variable for your all event participants?

**A: ENGAGEMENT.**

Q: What is the solution for an event with connection, engagement, energy, laughter, and fun?

**A:  $E = emcee^2$**

