50 Niche Markets for MCs

An ExpertMC.com Report (Updated 2024)

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Introduction

When most people are asked to think of where they can get work as an Emcee or Master of Ceremony, they immediately say, as a Corporate Events Emcee or as a Wedding Emcee. And yes, these are both great markets to work in, **but they are not the only places!**

If I think of all of my professional colleagues that I know personally, I think most of them have developed one or two niche markets that they dominate. This allows them to be “front of mind” when any client in that area is looking for an Emcee. As I’ve said previously, you can always bet that a client is going to book a specialist Emcee over a generalist Emcee.

We have assembled here a huge list of exciting Emcee niches that are ripe for exploring. While many of these are very well paid assignments, some of these clients will cry poor and claim they have no budget for the Emcee. We have often written about the “value” of doing unpaid assignments, so I will leave it up to you and each individual case.

The argument is of course, you gain experience, you are getting your name out there, you raise your profile and you can obtain testimonials. The opposite argument is – the only thing you get by doing a non paying gig as the Emcee, is other offers of non paying gigs as an Emcee.

Now, a few of my ExpertMC subscribers are going to be a bit annoyed that I've listed some of these market areas! There are a few here that are a bit “under the radar,” that don’t get talked about very much, yet are highly lucrative assignments.

In some cases I’ve clumped a couple of different niches together and the order is a bit of a jumble, so don’t just skim through the titles. There are also a few Emcee Ideas & Notes on each, including why you should possibly think about working there and other possibilities that might come from doing so. I have also included a few different ways to break into some of the niches.

I have not personally worked in a few of these areas, but I know from personal experience and colleagues that all of them require or sometimes use, outside Expert MC’s just like you!

Timothy Hyde

Founder ExpertMC.com

MC Niche Marketing – Action Steps

I strongly urge you to grab a piece of paper before you start and make notes as you go through the report.

As you read through the list make a note of any ideas that come to you.

For instance …

- Which areas are interesting to you?
- Do you know anyone who works in that particular industry?
- Is a particular venue close to you?
- Are any big stores / malls getting built near you.
- Do you have a local paper, bulletin board or internet forum where you can keep an eye out for certain events.

Often by the time you read about an event they may already have their Emcee in place, but make a note in your Marketing Diary and if the event is an annual thing, approach them in 6 months. Or go to the event and watch the Emcee at work.

50 Niche Markets for an MC or Event Host

Emcee at Fairs

Large or small, Fairs need announcements to be made and shows to be run. In the USA the giant State Fairs are a great example and they often run for many days. There are numerous opportunities within the Fair, from general announcing, compeering Fashion Parades and running competitions. Most large Fairs also have a good percentage of Trade Exhibits and Industrial Displays and there are possibilities for Product Demonstrators, Spokespeople, Spruikers etc.

In Australia we have a similar large event in each State, the Royal Show. These also run for 12 days or so and have a large Agricultural focus. But there are all the other features mentioned above, including Shows, Entertainment and Trade displays.

I have personally worked at the giant Sydney Royal Easter Show. The first year just performing my own Magic Show, but I came back the second year and worked as the MC at the large performing venue, introducing all the acts, interviewing some celebrities etc. In fact we were paid to produce the show, picking the acts, organising the set etc.

As well as these large State Fairs, most large towns and cities also have their own smaller fair, with some opportunity for work.

The good thing for us, is that there are many Directories and Lists out there, that give you dates places and contact details of all Fairs around the country. They also plan well ahead.

Wedding Emcee

The core business for many MC's is to be a Wedding Emcee. It's an ideal business in many ways. Usually booked well in advance and often taking place on the Weekend, so ideal as a second job or “Side Hustle.” The other great thing is that in every wedding audience there are usually other people

planning a wedding of their own or helping someone to plan theirs. If you can get your foot in the door of your first event and do a great job, the work will start to flow. We have some great Wedding MC training resources available on the website.

Some people also provide or organise the entertainment services at the wedding like the DJ, the floor show or some roving entertainment.

One thing I have noticed is that many people build their core wedding business around a cultural group. So, if you are Chinese or Latvian for instance, become known as "the" Chinese or Latvian MC in your area. This can start in your own community, then grow to the city or even country wide. Of course, you don't need to limit your assignments to that one ethnic group, but it is a great way to get momentum rolling.

Another Niche here in this field is to actually become a Wedding Celebrant. You become authorised to conduct the actual Wedding Ceremony itself. You can either combine this with the MC Duties or provide it as a Standalone service. Check what the Regulations are in your City or State, but it can also be a lucrative sideline.

I know many people who do this and they all seem to love the work and are very busy.

Fashion Show Emcee

A very specialised field and quite often done by an “in house” presenter, but certainly if you had an interest, connections and a certain style you could do very well here.

In fact seeing a couple of fashion parades years ago sparked my interest in the whole MC business. I was really impressed by the way the MC talked and handled the crowd. (I'm sure the prospect of sharing a dressing room with a number of half naked models had nothing to do with it.)

If you were interested in the field, my suggestion is this.

Firstly try and attend as many Fashion Parades as you can. See what's involved and what type of things the MC does.

Your next step might be volunteering to MC for a School or Community

event. Perhaps you might even suggest and or organise the fashion Parade itself to make it happen.

(Getting on the Committee of various organisations has already been mentioned as a great shortcut to success as an MC.)

Large Shopping Centres could be the next step. They often have Fashion Parades that feature clothes from various outlets in the centre. These steps could be an easier way to get into the niche than say approaching a Fashion Label as an unknown presenter. If you have the entrepreneurial streak, you could approach a Centre with the whole concept and organise it yourself.

Once you have those assignments under your belt and testimonials from organisers you may be in a position to approach larger more established events, Fashion Weeks etc.

Beauty Pageants

Beauty Pageants are not as prolific as they once were but there are some that still go ahead around the world. While larger events would probably be looking for known celebrities and media people to anchor, there may be possibilities with smaller events.

I have no personal experience with these, perhaps follow the same steps outlined with the Fashion Show.

Shopping Centre Emcee

Plenty of work here ranging from working at a single store promotion to large scale “centre stage” activities. Celebrations like Christmas, Easter, New Years Eve, Mothers day, Fathers day, Valentines day often require dynamic Emcee’s. There are often Prize Draws, Raffles, Competitions etc.

Shopping Centres themselves are usually run by a Centre Management team. Someone will have the role of Promotions and Entertainment Coordinator and they are your best contact point.

For working with specific shops or outlets the Store Manager is usually the appropriate person. However, most Shopping Centre outlets are part of a chain and you may need to deal with Head Office.

This is not necessarily a bad thing as they may want to use you at various outlets. Likewise Shopping Centres themselves are often part of a chain and what works at one can often be replicated at others.

Sporting Events Emcee

Ranging from the smooth “Voice of God” announcements in large stadiums to smaller centre stage or on field appearances. There are always announcements to be made, VIP’s to be introduced, Sponsors thanked, Prizes awarded.

Think – Boxing, Wrestling, Cycling, Motor Sports etc.

We have several MC's in the Expert MC community who work in this field.

Schools and Colleges are often on the lookout for people to take on the role and this could be your entry point.

Another aspect of this is playing the music "stings" - entrances, filler, warmups etc. If you can deliver that as well as the announcing, you become a very valuable player yourself.

We used a brilliant piece of software called Sports Sound Pro to run music in our shows and this was exactly what it was originally designed for. Check it out if you get into this area of work.

Music & Cultural Festival Emcee

Whenever you have lots of acts, you need an Emcee. Music and Cultural Events are no exception.

I spent several years as Emcee on one of the stages at the Blue Mountains Music Festival introducing some very famous acts and honing my skills.

Music acts tend not to have introductions written, so there is often a bit of creative writing to be done. They are also not very good at timekeeping, so you need to be on top of that. Use some of the techniques discussed in The Expert MC Toolkit and Resource Manual.

Art Exhibition Emcee

My wife is a visual artist so we do attend quite a few exhibition openings. These events often have some formalities, like the Curator, Sponsor and of course the Artist getting up to speak. Here's another one that may not pay much or at all, but it could put you in front of some very interesting audiences. Art Galleries tend to have high profile corporate sponsors and well off patrons.

If you know any exhibiting artists ask if you can help out at there next opening. Most artists will be thrilled to be asked and it could get your foot in the door.

Movie Premier

This is not an area I have worked personally, but I know some MCs who have done it over the years. It requires a certain look, reputation and confidence to pull it off.

One friend of mine got his start by connecting with a small independent cinema and helping them out at a few event screenings. He then got invited to help at a Film Festival which really got him connected into more paid assignments.

Expo Emcee

There is a huge number of Expo's & Exhibitions that happen all year round and they need dynamic Emcees. I'm referring here to events aimed at the general public rather than Trade Shows which are aimed at industry attendees.

Some examples – Caravan Shows, Camping Shows, Cooking Shows, Fishing Shows, Recreational Vehicles, Pool & Spa Show, Retirement, Wedding Expo's, Electronics. A lot of these have a lecture series or onstage presentations that need a professional Emcee.

They are usually highly advertised, so go along to a few, especially ones in your interest area. You'll usually get a printed Show Guide that will list all exhibitors and who the organiser is. Like the big fairs, you may be able to get work for the event itself, or for a particular exhibitor who wants things to be run on their stand.

Often larger stands at these and Trade Show events will have a mini theatre set up or a demonstration booth. Your job might be to introduce the sales team, distribute promotional material etc.

Trade Show Emcee

These are similar, but focussed at people in the particular industry rather than the general public. These huge events happen daily around the globe.

Examples are the big Gift Shows, Toy Shows, Commercial Catering, Food Handling, Dry Cleaning etc.

They are harder to attend for the general public unless you have some connection to the industry. So therefore, it's a bit harder to research work possibilities.

However, you may be able to get hold of the Exhibition booklet. You could also register for a ticket online, I'm not sure how thorough they are at checking industry credentials. Likewise, they may allow Journalists to attend. You could also approach an exhibitor who may have a number of

entry passes to give away. If you were really keen to get into an event you could even print up a business card as a consultant or something similar.

Note - if you do get into an Expo or Trade Show, I suggest you don't try and pitch your services during the show. Exhibitors pay huge amounts of money for their stands and need to maximise their time on prospective clients. They don't want people selling them stuff. Use the opportunity to gather intelligence.

Once again, work is available either for the main stage presentations and general announcements or working for individual exhibitors gathering attention and leads for the client.

This can be very specialised work, and some emcees & entertainers develop close relationships with their clients who sometimes go on to use them for multiple years.

Product Launch Emcee

A very high profile assignment that may include exact scripts, long rehearsals, high production values and a high pressure performance.

Some industries that I have done Product Events for include – Electronics, Cars, Motor Bikes, Travel, Plumbing Supplies, Perfume, Office Supplies and Alcohol.

Some of this work will come through Speaker Bureaus, but you can also try and build recognition with Production Companies or the Clients themselves.

Road Show Emcee

These are the extended form of Product Launches. Doing a series of Product Launches in different cities or venues repeating and/or adjusting the same formula at each one.

Annual General Meetings

AGM's require a Chairperson to run the event. Most groups, associations, clubs & societies are required to have an AGM. Like debates, it is another entry point that can get you onstage once you have an understanding of the rules and procedures. There are some professionals who do paid freelance work in this field.

Opening of New Business

Most new business ventures that have a public outlet, shop, store or mall, like to have a big launch with an event of some kind. There are announcement to be made, the Mayor to be introduced, Lucky Door prizes to be drawn, Ribbons to be cut etc.

Keep your eye out in your community for the Opening Soon signs and approach them.

Open Day

A lot of established places have an Open Day once a year for different reasons. Schools, Fire Stations, Vets, Hospitals & Police Stations. Once again this is more of a profile building exercise.

Talent Show Emcee

In Clubs, Theatre Venues, Cruise Ships & Shopping Centres, these are a popular and well established form of entertainment. A string of acts need introduction, thanking and co-ordination. It's best if you also have an "act" yourself, though this is not always required.

Circus

Most circus events, either Traditional or Modern, have someone in the Ringmaster Role. MC's often feel like Ringmasters' controlling all the different aspects of an event, so why not explore being the real thing.

Markets

Food, Craft, Car Boot, Art, Antique, Collector etc. Not a huge earner, but a way to get ‘Air Time”

Theatre Festivals

The Short Play movement is very popular around the world. A series of quick 10 or 15 minute plays are presented in one evening. An MC is required to be the glue that holds it all together.

Poetry Slams

Likewise, Poetry Events are a growing trend around the world that need a host.

TEDx Emcee

Independent TED events, called TEDx, happen around the world. Some are bigger and some are better than others but certainly they are an opportunity to get that all important “stage time.”

They usually put out a call for speakers, so if you see that, approach them about taking on the MC role.

Note - If you do get onto a TEDx stage, either as a Speaker or as the MC, please don't use words to the effect of "I'm a TED speaker" in your publicity and promotional material. TED and TEDx are two very different things and many people get annoyed if you claim you have done a TED Talk but in reality, it was a TEDx talk. It's just a little thing, but being transparent and honest in your promotion is very important, to both Clients and your fellow Presenters.

Trivia Night Emcee

Running Trivia Nights in the age of Smart Phones is a slightly trickier proposition than it use to be, but there are still plenty of them going on at Corporate Events and in Pubs & Clubs. Many now use a Game Show approach, so it's perfect for dynamic MC's. We did many years of Corporate Trivia events, often with custom questions for the company.

There are several companies that organise multiple Trivia Nights in a number of different venues like Pubs and Clubs, so they are always looking out for fun presenters. Most of these companies would supply the questions for the event, but if you did need to supply your own, here is a great source.

Here's some Info on the best source of Trivia Questions

Car Dealerships

Big Car Dealerships often have family days & "run out sales" a couple of times a year. They might have face painters, clowns, magicians and give aways. More prestigious brands may have an "evening" at the dealership, with drinks, entertainment, speeches and of course the new cars. The more that's going on at any of these events, the more they need an MC or Host!

I have personally done a few big family days and a few very smart evening affairs for both Mercedes and Jeep.

As always, start with what you know. Did you buy your car from a dealership? Or is there a large one in your suburb? That may be your foot in the door.

Theme Parks

There are Stage Shows to run, Promotions and VIP guests to introduce and announcements to be made. They often need a Host / MC.

General Networking Events

Many groups like Associations and Clubs organise Networking events for their members and guests to meet each other. Someone has to setup the structure, keep the energy up and keep things moving along. We have a full article on the ExpertMC.com website on how to run one.

Business to Business Networking Events

B2B (Business to Business) Events are a niche market that not many people know about unless you are actually involved. They make big money putting suppliers together with prospective clients in a number of different ways. These suppliers might provide a service, like security, cleaning, accounting etc or perhaps a specialised product. They pay to attend and might be represented at the event by one or two of their companies' top salespeople. The clients are usually decision makers in their own company, Chief Purchasing Officer, CFO etc.

The events are usually organised around One on One Meetings, panel discussions, round tables, Guest Speaker etc. They are often conducted in high end resorts.

There are several dynamic companies producing multiple events like these around the world every month. Although they often do the Emcee work "in house" there are opportunities for professional specialists.

I know all this because I've done many of them in Asia, New Zealand and in Australia. LinkedIn would be a good place to start your information gathering and get some prospects of your own.

You could also do a search on “b2b networking events” on Google and you can see just how huge this market is!

Convention and Conference Emcee

The jewel of the Corporate MC’s work is working at Conferences and Conventions. These are usually multi day affairs that require plenty of preparation, briefings, custom writing and a high level of involvement during the event itself. High pressure but high pay.

You also have a strong possibility that clients will use you for several years if you do a good job.

A lot of these assignments will come via a Speaker Bureau or Talent Booker. The organiser of the conference may well be booking multiple speakers, entertainment etc and may include booking the MC at the same time. This just makes it easier for them, a one stop shop.

But many will be on the lookout for new and interesting MC's.

Insider Tip – Some Industries have more events than others. Becoming aware of this can save you a lot of time and money in your marketing efforts as you can focus in on more likely targets.

Here’s a few idea starters that I know meet up a lot, sometimes at both a State and National level.

Financial Services eg Financial Advisors, Insurance (Life / General Brokers) Accountants (CPA etc)
Automotive – Dealerships, Accessories, Tyres
Franchise Industry - Various
Real Estate Industry

Awards Night Emcee

In every big hotel and function centre around the world Awards Nights are being run. Salesman of the Year, Dealership of the Year, Best Rookie,

Franchise of the year, Lifetime Achievement Award etc. They need classy, dynamic MC's.

Corporate, Government & Association Events

The smaller version of the Conventions and Conferences. This might be a Sales Day where they pull in all the team in one place, Teambuilding, a Kick Off event, Planning Day etc. Having some Facilitation & Teambuilding skills can be a big plus here.

Charity Events / Gala Balls

Likewise, there has to be someone keeping Charity events running along smoothly.

If it's a charity, chances are you are going to be asked to donate your time. Before you say "yes," ask "is the venue getting paid? What about the waiters, the audio visual team?"

Seminars

These can range from Personal Development to Real Estate and Stock Market Investing Events. Ranging from small events to mega extravaganzas, they can also range from free or low cost to attend, up to big ticket price events.

The low cost and free events are aimed at signing people up for higher priced courses or coaching. There is often a number of speakers each promoting their own material. The high priced events are providing more value on the day, but also an up sell into other things.

Your role will be Introducing speakers, hyping up the crowd, encouraging purchase and signups for programs.

Note - While they are selling high priced books, courses and training, they will usually cry poor and have a limited budget for the MC. They will sometimes offer to barter. Unless you are really interested in the products they offer you, try and get paid properly.

Multi Level Marketing Events

Most MLM groups get together frequently to celebrate, reward, train, recruit & enthuse their teams. While mostly done “in house” there are opportunities for paid work here as an MC.

I'm talking about groups like - Amway, Avon, Natura, Mary Kay, Nu Skin, Oriflame etc.

They will also often have information days that are open to the public and this is another place where a fun MC can make an impact.

I'm sure you know a few people into MLM schemes, perhaps you have done some yourself. They could be a good place to start your investigation and get some leads in the organisation.

Professional Development Events

Many professions and industries require their members to attend Professional Development sessions. These can be 1 day Training Events or longer events like the Conference / Convention framework.

Financial Services, Accountants etc are a good example of this. Once you understand which groups have PD events it focuses your target list quite a lot.

Comedy Clubs

A very specialised role, is running a Stand Up Comedy Show. It's mostly done by comedians themselves and you do need a fair bit of your own comedy material. But you are also providing the important - introductions, welcomes, warm up, crowd control, housekeeping etc.

Many Corporate MC’s do come out of the Comedy Club scene, adapting their material for new audiences and expectations.

One other niche area that some Comedy Club MC's explore, is doing TV Warm Up spots. All shows that are recorded in front of a live audience us a warm up person. Quiz and Game Shows, Sit Coms, Talk Shows etc. They settle the crowd in, explain the procedures, get them hyped up, introduce some of the stars and importantly are ready to fill in at a moments notice. Between shots and the inevitable delays on set, the warm up guy is ready to take control and work the crowd.

I know several guys from my Comedy Club years who did this for a while and I know someone who has built a huge career from it, moving into producing shows as well.

Burlesque Events

The World of Burlesque is still going through a strong revival at the moment with many events taking place. For smooth performers with a certain style and perhaps an MC “character” that fits the framework, Burlesque Events can be a fun opportunity.

As well as a distinct character, you would need a good costume. Possible approaches to a Burlesque character could be - Steampunk, 1920's or 30's, Gangster, Ringmaster etc.

Halloween Events

Many places run a Halloween event each year. This can range from a community, city festival or commercial operations like a shopping centre.

For three years we worked at a regional city Halloween Event, introducing the bands on the main stage, introducing the mayor and sponsors for their speeches and also running the Best Dressed Awards.

Typical MC stuff except that we needed some great costumes.

Note - If you are doing any costuming for events, really give it some effort. Resist the urge to just go to the local Party Supplies store and get their ready made Pirate or Skeleton costume, because chances are there will be several people in the audience who look exactly like you.

Hire a great costume or add extra bits to a bought one to make sure you are unique!

Variety Show Emcee

The classic mix of Singing, Sight Acts, Dancers and Comedians may seem a little “old school” but it’s still a very popular form of entertainment at clubs and theatres.

It usually helps if you have material yourself to link the acts. This may be a song or two or some strong comedy.

Bar Mitzvah

Many ethnic and religious groups have large important ceremonies that mark a persons passage through life. The Bar Mitzvah is just one example of this and they need entertainers, caterers and of course MC’s.

If you can become "the person' in your own community for these events it can quickly grow and also open up many other possibilities.

Anniversaries & Birthdays

Likewise in a non religious manner, we often celebrate significant life events. 60th & 70th Birthday events are often quite big affairs with entertainment and speeches.

They often need someone to tie it all together and sometimes being an outsider can work well. Even if you don't specialise in this area, you could mention it in your publicity.

Auction Emcee

I know several professional Emcee's who use their skills in this niche. This can be for Charity Events, Antiques & Collectibles or for Real Estate itself, where they need someone with a bit of pizzazz to really create a buzz around a property on Sale day. I have a couple of friends who work in the Real Estate area specifically.

But even working Corporate or Community events, you will often be asked to auction off a few things for the cause, so it's good to have a bit of a feel for the process.

Check the licensing and regulatory requirements in your city/country if you want to explore this field, especially Real Estate.

Debates

Two teams pitted against each other following a strict set of criteria. Each debate has a moderator who runs the event, setting the tone, introducing the teams and keeping them to time and within the rules.

Becoming a specialised moderator of debates could open up some interesting doors for you.

Online MC

In a time of "Social Distancing" an interesting market has opened up for dynamic MC's with great On Screen Skills.

With more and more companies using services like Zoom to conduct large group meetings, there is an opportunity to get involved.

Warming up, fun activities, introductions, interviews, housekeeping, feeding questions to speakers etc.

This can either be run from the safety of your own home if you have the setup, or even from a studio.

I know of a couple of conferences that have been run from a studio, with the speakers coming in and doing their presentations live but a small team including the MC keeping it all flowing along.

I suggested right at the start of the Covid 19 crisis that this would be a good time to brush up your skills in this area!

Cruise Ships

If you have an outgoing personality, endless energy and some performing skills – Comedy, Singing etc, then the Cruise Ship Industry could be another option.

The Entertainment Department on a Cruise Ship is surprisingly large. It’s headed up by the Cruise Director who is a senior officer on the ship. Under him or her, is a range of other people with less experience. Deputy Cruise Director, Entertainment Staff etc. Together they run all the activities on board ship, ranging from introducing the guest entertainers, calling Bingo, running Trivia events etc.

It's very much a Work Hard Play Hard lifestyle and you would probably be contracted for a minimum of 6 months.

There are Agencies that specialise in placing Cruise Staff onto ships. Search them out online or contact a Cruise line directly and ask them how to be considered for a position.

Note – The Cruise industry is huge and there are many different niches within it. Working for Cunard on the Queen Mary 2 is vastly different to working for Carnival, even though they are part of the same company. Do some research and think about where you would like to fit in.

Casino MC

There is work to be had at Casinos without being a trained Dealer or Croupier. There are Promotions to be run, Prize Draws Lucky Wheel etc. There would also be possibility of work in smaller showrooms introducing a band or guest performers.

Singles Events

An interesting market for some! I have actually been employed at a few but this was back in my magician days. But I know they do use MCs or Event Hosts. You need to be bright and bouncy. The budget won't be huge as the people or person organising the event will often take on the role themselves. However, they might like to have someone else working the room, running games etc, while they look after the front desk.

Search up Singles Meetings in Google or your local paper.

Wrap Up -50 Niche Markets for an MC or Event Host

There you are! Plenty of opportunities to get paid and/or get on stage to improve your skills. And I bet there are plenty of other niche markets out there.

You can contact me via Message on -

Website https://expertmc.com

YouTube https://www.youtube.com/c/Expertmc

Instagram https://www.instagram.com/theexpertmc/

FaceBook https://www.facebook.com/TheExpertMC

LinkedIn https://www.linkedin.com/in/timothyhyde/

Other In Depth Resources – Available at https://ExpertMC.com

The ExpertMC Toolkit & Resource Manual

Our #1 Bestseller. Read by many thousands of people around the world this is our Flagship Publication.

Contains – Content that you can use in your MC work, like Openings, Quotes, Jokes, Thank You, Introductions and more.
Plus pages of Advice, Checklists, Tips & Techniques. 136 page ebook that will shortcut you to success as an MC or Event Host.

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