

The Conference Content Weaver

Facilitated by Sarah Michel

Content weaving elevates the traditional role of the emcee to one that better serves the conference participant. A content weaver connects the dots and weaves the threads of the conference's content, overarching issues and themes.

Similar to an emcee, the content weaver opens and closes each general session asking provocative questions and framing the context of the conference's learning opportunities. The content weaver facilitates learning and guides audience members to help connect unifying factors. As research has shown, learning doesn't happen in bulk and the content weaver challenges attendees to carve out intentional time to engage with peers and reflect on the important content and topics. An emcee is more informational while a content weaver guides audiences through transformational experiences. An emcee acts more as a moderator without intentionality of connecting content, curating and identifying context. Conference content weavers help participants identify the big ideas and takeaways for relevant application.

Deliverables for Conference Content Weaver:

- Collaborates with conference organizers on strategy, engagement plan and learning outcomes for the general session experiences.
- Assists with creating the flow and run of show for all general sessions and works collaboratively with the production team.
- Acts as a bridge between the audience, the content and the speaker(s).
- Identifies big provocative questions and ideas that participants should listen for during presentations.
- Actively links and weaves the content daily through facilitated peer-to-peer discussions and by leading interactions between the presenters and participants.
- Introduces concepts and presenters. Keeps sessions moving and improvises as needed or directed.
- Makes intentional opening and closing remarks for all general sessions to reinforce and thread the content, context and learning experience.
- Moderates panels and conducts interviews with executives or subject matter experts which often includes audience participation activities. Provides presentation coaching if needed.