



Speakers Bureau of Canada

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Peter Brown

Expert Master of Ceremonies and Awards Host

"The producer part of me is happiest when the plan goes smoothly - the performer part of me comes alive when the plan goes off the rails." - Peter Brown



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Language Spoken

Travel's From

Edmonton, Alberta

Speaker Biography:

Peter Brown has always had one foot in two different worlds. By day, he's spent two decades as an award-winning radio host, celebrated for his intellectual curiosity, thorough research and intelligent questions. By night, he's a quick-witted comic improviser. As an Emcee, he brings the best of both. An experienced producer, Peter works closely with clients to get a clear sense of their goals. He develops a sharp, clear script. When it comes time to deliver, he's a master of reading the room. And his quick wit and inclusive humour keep things on track no matter what happens. In fact Peter's clients often say his spontaneous "saves" are highlights of their event.

Peter's career started after he studied at the University of Saskatchewan where he had the opportunity to do graduate work in English at the University of Cambridge. This involved long hours poring over 17th century manuscripts, and in his spare time doing comedy sketches. Those years led to both a Master's Degree in Literature and a comedy show at the Edinburgh Fringe that was featured on BBC Radio. After returning to Canada, Peter's became a producer and host for CBC. This is where Peter's career took off as he got to develop his skills on multiple platforms. He got to interview Prime Ministers, premiers, scientists, artists, athletes, business leaders, and "ordinary" Edmontonians doing remarkable things. He worked hard to craft interviews that were well-researched, challenging and revealing. There were serious days too, and moments of grief and tragedy.

Peter also had the opportunity to create moments of entertainment and fun. When former listeners talk to him now, they mention memorable moments of spontaneity and adaptability when conversations and interviews went off the rails or took an unexpected tangent. Peter Brown hosted CBC Edmonton's afternoon radio show *Radio Active*, where his intelligence and humour won him a loyal audience. He also hosted music and culture shows, and for seven seasons led the creative team on the award-winning comedy program *The Irrelevant Show*. and is the only person to appear on both *The Debaters* and *Ideas*.

Peter is most proud of heading the creative and production teams on *The Irrelevant Show* as it was a great combination of science and art. His job was to tune a complicated production machine in the service of some cleverly observed sketches and occasional goofy jokes. There was nothing more satisfying than turning a phone conversation in November into a fully-produced radio sketch that was heard across the country in January.

As a comedian Peter's written for many TV sketches and programs. He regularly performs with Edmonton's improvised comedy soap opera "Die Nasty" among other shows. That rare combination of skills makes Peter a sought-after Emcee, with clients who bring him back year after year. Peter Brown thrives on creating a strong, clear plan, and also shines if the plan ever falls apart: his quick-witted humour keeps events on track, and creates memorable moments of fun and connection.

Peter has no longer with CBC and has committed himself to Podcasting, Improv Shows, Playwriting and Keynote Presentations and Hosting Conferences/Events. He is passionate in bringing his skills and interests to any project, organization or cause. He excels in combining research and production skills with an element of performance. He is an expert at adapting to challenging situations, being in the moment, and reacting spontaneously. A lot of it boils down to the same path: asking the right questions, developing a solid plan, executing the details, and making people laugh along the way.

Topic Presentations

Master of Ceremonies at Your Event

You can hire a broadcaster to give your event professional polish, you can hire a comic to make it light-hearted and entertaining, or you can hire Peter Brown and get both. Peter brings a rare combination of skills to emceeing events and conferences.

ASKING YOU THE RIGHT QUESTIONS: The same qualities that made Peter an outstanding CBC radio host and producer - his thorough research, intelligence and clarity as a communicator - make him an exceptional emcee for any function. Well in advance of your event, Peter will talk to you about your organization, what you're hoping to achieve and what role he can play in helping you reach those goals. As an experienced producer and host, Peter knows what questions to ask to define the "bullseye" of your event. And if you're looking for suggestions about structure, writing, tone or lineup, you're talking to the right person.

BRINGING YOUR EVENT TO LIFE: Peter also has a great track record as a comedy performer and improviser. He'll help you build a strong script, but he'll also have the presence of mind to roll with surprises. So when a panelist is running late, or a last-second introduction or announcement is needed, or when things go totally off the rails, Peter will deliver with clarity and confidence, and often turn what could be an awkward situation into a moment of shared humour. Whatever's happening in the room, he'll react with gentle, inclusive humour and find moments of fun without detracting from the business at hand.

THE WHOLE PACKAGE: It all adds up to a well-organized presentation that's clear, calm, accessible and entertaining. That's why Peter's clients bring him back year after year - they know they can trust him to make their event run smoothly, to roll with the punches and to strike the perfect balance between serious information and humour.

How to Convince the Media to Give a Hoot About Your Story

You know those press releases your organization sends out? Chances are, they're going straight into the trash.

THE ODDS ARE AGAINST YOU: Every day, local newsrooms receive hundreds of releases. The vast majority get a quick glance and go straight into the trash. And even if your release is discussed in a story meeting, it may well get a "no" within the first few lines. The odds are good that your press releases are part of that 80 to 90 percent, thrown out after someone has read a few lines at most.

AN INSIDER'S VIEW: Peter Brown can help you break through. As a CBC radio host and producer at both the local and national level, Peter has led thousands of those story meetings. He's taken part in those discussions about which stories should be covered, and he's written and edited countless interviews and items. Peter Brown can help you break through. As a CBC radio host and producer at both the local and national level, Peter has been in thousands of those story meetings. He has led those discussions about which stories should be covered, and he's written and edited countless interviews and items.

BREAKING THROUGH: Whether you want people to know about your event, your brand, or your new project, Peter will tell you exactly what assignment editors and reporters are looking for, and how to craft a press release (or phone conversation) to spark their interest. Beyond that, he'll offer strategies that will help the media "see" or "hear" your story as part of their show or publication. And he'll show you how your exposure in mainstream media can be the spark that launches your social media campaign.

An hour loaded with information and humour, that will help you get your story, your company, or your event, the attention it deserves.

 **The Irrelevant Show: An hour of sketches and songs tailored for your audience by CBC Radio's award-winning comedy troupe.**

OUR TRACK RECORD: The Irrelevant Show was one of CBC Radio's most successful comedy programs. It drew an audience of more than 750,000 listeners per week, won multiple Canadian Comedy Awards and sold out theatres across Canada. The Irrelevant Show's award-winning musical team, led by Peter Brown and resident composer/pianist Jan Randall, wrote more than 50 songs for national broadcast. These were often highlights of their live shows and they received countless requests for copies and even sheet music. As they have demonstrated during their years on CBC, they know how to craft comedy that's light-hearted and inclusive - if they sing or do an improv skit about an individual in your organization, they'll definitely want a copy to play for their family later on.

OUR MATERIAL: In seven seasons on air, they recorded more than a thousand sketches and songs.

So whatever your group or event, they have material that will strike a chord with your audience. They have done numerous sketches about sports, medicine, education, politics and the legal system.

Beyond that, many of their greatest hits look at the absurdities of daily life: dating and marriage, business, parents and children, office politics, air travel, etc. They also have lots of material about pop culture - they cover the waterfront from Stuart McLean to Star Wars. Peter Brown and his team customize and tailor material that is relevant with each organization and event theme.

YOUR EVENT - THE MUSICAL: They can also include a customized mini-musical piece to end the event on a high note. It will turn the highlights of your gathering into a funny and entertaining package. Your themes, speakers, and memorable moments will become the subjects of soaring songs, tender ballads, patter tunes and big show-stoppers. A great way to end an event and sum up your programming.

Videos



Alberta Business Association Emcee

Watch Video



The Irrelevant Show Trailer

Watch Video

Testimonials

“Peter is an expert at reading his audience. He knows when to be serious, when to be light-hearted, and improvises effortlessly if needed”.

Mike Roshuk, Stakeholder Relations Coordinator, Safety Codes Council

“I was really impressed at the lengths he went to understand our group, the issues they deal with day-to-day, and to make a very real connection with them.”

Sonja Raven, P.Ag Agricultural Fieldman, County of Grande Prairie ASB Conference Agenda Committee

“We really enjoyed having Peter as part of our event, and would love to have him work with us again.”

Sonja Raven, Agricultural Fieldman, County of Grande Prairie ASB Conference Agenda Committee

“Peter stepped in to save the day for our event. He was amazing! He engaged well with our audience and added the right amount of humor at the appropriate time. The results from our satisfaction survey of our delegates rated his efforts with a 95% engagement rating! We are certainly looking forward to working with him again.”

Stuart Ray, Executive Director, Alberta Association of Recreation Facility Personnel

..the highly talented cast delivered skits appropriate for the entire audience and relatable content that let everyone enjoy a hearty laugh at our “Made in Canada” idiosyncrasies. The Cast of the Irrelevant Show was truly the perfect choice of entertainment for our crowd and received rave reviews from our delegates.”

- Audrey Dutka, Alberta Teachers Association

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