



Best MC Professional Emcee Master of Ceremonies Australia's Rob Doorey Is YourMC

It's a long way to the top, says Australia's premier emcee, master of ceremonies, Rob Doorey... YourMC

"The challenge... The buzz... The reactions of an audience... The occasional ambience of glitz and glamour... Intangible rewards..." (including the personal rewards for emcees of having participated in successful events in meaningful and often invisible ways).

To polished emcee Rob Doorey these are some of the alluring qualities of the winsome world of emceeing. But while he thrives on what can be fleeting associations, Rob has put in long hours over a sustained period of time in the entertainment industry to hone his talents.

Most assuredly, he has done the hard yards. "In the lyrics of ACDC, 'it's a long way to the top'," Doorey said.

For instance, in the early years of what has now evolved into more than a couple of decades for him in the commercial broadcasting industry, Doorey's first foray was as a team-driver of the Black Thunder vehicles for 2DayFM Radio in Sydney (the Black Thunders were the station's promotion vehicles).

During this stretch, Doorey and 5 other drivers took six cars all around the streets of Sydney, from the beaches to the bush. Their station promotions saw them generating listeners and attracting patrons through a wealth of activities - among them: running contests, dishing out promo prizes - large and small, and interviewing multiple fans and various guests sponsored by the station for featured promotional events designed to rev-up the station's fan-base. Doorey was also involved at this time in the introduction of special characters such as "Bladerunner" and in new night-radio promotions that proved very popular.

Doorey's launch into full-time on-air broadcasting came in his hometown of Gosford at Coast Rock FM, where his solid work ethic came into focus.

Working from midnight to dawn, Doorey delivered the night broadcast program and soon after dawn took the Gosford station's promo vehicle out onto the streets for the breakfast show promotions. He also began doing guest DJ work at local nightclubs in the evenings - all this time still driving the Black Thunders in Sydney as well. While Doorey's work commitments didn't leave much time for rest, the varied and busy roles sufficiently cut his teeth in the industry.

Live promotional events for radio, for instance, could see Doorey interviewing and introducing live bands on stages in front of crowds on beachfronts or in shopping centres and seamlessly handling all the unseen variables involved in these styles of productions, where "multiple things are happening at a time".

Such events even came to include televised events on football fields with new sets of multiple variables and similarly pressured environments with strict production deadlines, all of which Doorey learnt to adeptly handle.

After the early periods in Sydney and Gosford, Doorey headed north -- working for several radio stations, including 4CA - Cairns and Triple M Brisbane; as well as hosting for The Sky Radio network, The Super Radio network, Talk Australia, C91.3FM and Breeze FM.

Doorey's years in radio clearly equipped him for unexpected challenges in fast-paced, pressured situations and gave him the knack to calmly deal with split-second changes that may arise at any moment. Doorey describes himself as a calm and organised person who does his homework and is not averse to problem-solving. These are real assets in his current profession and of real benefit to his clients. As he says:

"I am able to make the (event/presentation) process easy and comfortable for those around me. While we may be working on the most important event in our (clients') lives, I will bring a calm to the event," comments Doorey.

Rob Doorey is Australia's premier emcee. Sydney, Melbourne, Brisbane, Hobart, Perth, Adelaide, Darwin and everywhere in between. For more information visit YourMC Master of Ceremonies website or book Rob by calling +61 410 438 003.

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Contacts

Alexandra Lenard

+61730403018

mailto: media@baxton.me