



LAUGH AND LEARN

Comedian Evan Carter Tickles Corporate Funny Bone

Evan Carter remembers exactly the moment when he decided to devote his life to comedy. "It was in high school and some of my friends convinced me to go up on stage for a fund raiser. My knees were shaking but once the audience started to laugh, it kind of rolled right up over me and boom, I knew what I wanted to do," says Carter.

Nearly 30 years later, the long and lean comedian still has audience rolling in the aisles. Along the way he has appeared as the opening act for such legendary performers as, Gladys Knight, Dionne Warwick, The Temptations and the late Marvin Gaye, as well as working with Canadian comedy icons Dave Broadfoot and Don Harron. A frequent guest on radio and television, Carter has also hosted own CBC TV special.

About a decade ago, the Toronto born Carter also began turning his talents to meetings and corporate events. "I studied marketing in college and understand the corporate mindset, what companies are trying to accomplish at their meetings," says Carter. Over the years, he has worked with dozens of meeting planners, helping to develop and

producing programs, writing speeches and acting as master of ceremonies.

His wide range of clients includes law firms, financial institutions, all three levels of government, public companies and charities. "Sometimes they like me to begin early

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in the morning and start the day with a smile. That way the group is more open to accept all the information they are going to get throughout the rest of the day," says Carter. "Other times I speak after dinner. By that time the group has been at it from 8 AM until 8 PM and are whacked out on information overload. I do my comedy and get

everybody laughing. It brings the participants together, so they're on the same page," he says.

Along with Ann Vautour and Associates (www.annv.org) he's also worked on successful series of corporate workshops that include, changing corporate culture, team building and developing presentation skills. "We've just finished a series of workshops with a financial institution in the Maritimes where we help participants to achieve both professional and personal goals," says Carter.

When asked what's one of the toughest tasks for meeting planners, Carter instantly mentions speeches. "It doesn't matter who you are, the CEO of the company or the newest employee, having to give a speech can be incredibly stressful. I've always found that audiences will give you a window of opportunity to prove yourself and if you're properly prepared, the window will get thrown wide open," says the comedian who adds with a smile, "And it doesn't hurt to start off with a good joke."

To reach Evan Carter, visit, www.evancarter.com

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