

On-air Guest Presenter information:

During a show, the viewer will see the QVC Presenter and a Guest Presenter. A Guest is someone who has the ability to educate our customers on a product, provides tips on product usage, and puts the product in the lives of our customers. The QVC Presenter asks the questions a customer would in store. They are also responsible for the 'call to action' points such as item number, how to buy etc.

To strengthen the product or brand positioning, a Guest from the company is ideal. However, the Guest Presenter is always an expert in their field such as a brand founder, head product developer or a stylist with real fashion credentials. He or she should be friendly, comfortable on camera, and have flexibility in his/her schedule to appear on-air at our studios in Chiswick Park, West London.

All Guests have an audition and approximately 50% don't pass the first time. Guests are required to attend a QVC training seminar to understand how to leverage their knowledge and build a connection with the QVC customer.

Something important to note, is that we don't use Autocue at all. All the brand and product information that you see relayed on-air comes from the conversation between the QVC Presenter and the Guest Presenter, so the key to success is knowing the brand and product inside out.

The vendor is responsible for securing a Guest through the life of the product and for negotiating contracts and compensation as needed.

Customers come to trust and rely on the on-air Guests to be genuine product experts who present in a specific category. For this reason, QVC has policies in place to protect and govern guest credibility.

Top tips for a Guest Presenter:

Storytelling is everything! What personal stories can you tell that will bring the product to life?

It's all about 'lifestyling' the product - make sure you let the viewer know how this item could fit seamlessly into their life. Why do they need this product? What does the product do? How does it work? Demonstrate the product to show it in action and make it relevant to the viewer.

As the saying goes, 'TV dilutes your personality'. Make sure to dial up your personality to ensure your character comes across on-screen.

The Advertising Standards Agency monitors claims made on-air and online at QVC. Any claim you make needs to be backed up by research, and approved by the Advertising Compliance Team.