

How to Choose the Right Speaker

the First Time – Every Time!

1 Program Planning

- 1. Decide on the goal or purpose of your meeting. Is it an education session, light entertainment, or designed to inspire and motivate change?
- 2. Allocate the right amount of time to enable the speaker to effectively get the message across.
- 3. If there is more than one speaker on a program, do their strengths, styles, and topics work well together? For example, an exciting motivation keynote followed by a professional, high-content educational session may not do justice to either.
- 4. Are you closing your event with an uplifting, inspiring message that will leave your group with the desire to take action with urgency?
- 5. Set the budget – know how much you wish to invest in your event's success.



2 Speaker Selection

- 1. What credentials or expertise does the speaker have that meets your needs?
- 2. Does the speaker have dynamic state-of-the-art presentation skills?
- 3. How relevant and up-to-date is the content of the speaker's presentation?
- 4. Will the speaker work with you in custom-designing the presentation and enhancing the rest of your event agenda?
- 5. Are the references current? Were you able to determine the impact of their presentation to recent clients?
- 6. Will the speaker do more than one program for you? The fee should be less than two speakers and you save travel costs. Can your event be scheduled at the same time as the speaker is in the area for another client?
- 7. Have you seen them live, viewed a video, viewed a podcast or webinar they have presented, or listened to them on audio?
- 8. Does their "Letter of Agreement" cover all areas of expense, such as food, lodging, resources people, equipment, or travel arrangements?
- 9. Can the speaker provide promotional material for you to encourage registration?
- 10. Will the speaker work with you after the presentation on follow-up leads and requests as well as reporting the audience's evaluation of the presentation?

