



10 Tips For Finding The Right Speaker

Selecting the right speaker for your meeting is critical. Speakers are available in every fee range and specialty topic. The following modified excerpts from the National Speakers Association web site are tips that can help make your meeting a success.

1. Determine the needs of your audience. Technical information? Specific how-to's? Motivation? After-dinner entertainment with a message?
2. Establish your date, time and budget. Book your speakers as soon as the date for your meeting is set.
3. Match the type of speaker with the needs of your audience. Do they need a celebrity? An expert in the field? A popular sports personality? A best-selling author? Or a professional speaker who can hold an audience and has a thorough knowledge of the appropriate topic? A well-known name and high prices do not guarantee a professional, quality presentation.
4. Locate your resources using the Internet, personal referrals, speakers bureaus, and the National Speakers Association's "Who's Who in the Professional Speaking" resource directory.
5. Review your options and interview your speaker candidates. Experience, biography, testimonials, videos, willingness to tailor his/her presentation to your group? Professional affiliations? Awards or certifications earned?
6. Select your speaker. Professional speakers have experience with hundreds of audiences and meeting venues. When selecting your speaker, you are paying for the speaker's time on the platform and the hours spent researching, preparing and customizing the presentation.
7. Get it in writing with a letter of agreement that clarifies the expectations—yours and your speaker's.
8. Work with your speaker and share information about your group or company to help the speaker customize his/her presentation.
9. Set the stage. Consider room set-up for optimum impact, number of chairs, arrangement, refreshment table, room temperature, lighting, program schedule, and short, energizing, and positive introduction.
10. Evaluate the results. Distribute and collect audience evaluations on the speaker and his/her presentation with copies for your speaker.