



## MOTIVATIONAL AND KEYNOTE SPEAKERS PROSPEAK INTERNATIONAL SPEAKERS BUREAU

**The first in a series of conference resources is "ProSPEAK's Top 10 Must Do's When Booking a Keynote Speaker."**

**There is no cost, no obligation.** Hi, I'm Art Charlton, the owner of ProSPEAK International. This article, "**Your Top 10 Must Do's When Booking a Keynote Speaker**" is a way of introducing you to the world of ProSPEAK. It is also a tool that will help make your Conference a success.

### **YOUR TOP 10 "MUST DO'S" WHEN BOOKING A KEYNOTE SPEAKER**

**By Art Charlton**

#### **1. PREVIEW**

Ask if the speaker can provide you with a video or audio preview of their presentation. Also ask the speaker to provide references of three clients within the last year, preferably from your profession or industry.

#### **2. CUSTOMIZATION**

Ask if the speaker is willing to "customize" the presentation to match your objectives. Will the speaker work with the conference organizers in advance to ensure that the message is responsive to stated needs? Is the speaker willing to have extensive telephone consultations to discuss your event, your goals, your objectives? Is the speaker willing to review materials related to your organization or industry and incorporate into the presentation? Does the speaker provide a pre - conference questionnaire to help tailor the presentation to your audience?

#### **3. IS THE SPEAKER AN AUTHOR?**

If so, is the speaker willing to donate free copies of books for door prizes? Is the speaker willing to provide a discount for bulk book purchases? Is the speaker willing to have a book autographing session?

#### **4. TAPING PRESENTATION**

Investigate "back of the room" sales and taping of the speaker's presentation. Is this appropriate for your event? Is there room for negotiation on these items? Could this be an additional source of income for your conference?

#### **5. PARTICIPATION IN PUBLICITY**

Ask if the speaker is willing to help publicize your event. Can the speaker provide seminar marketing materials? Is the speaker willing to arrive a day early to help with radio and TV interviews?

## **6. MATERIALS**

Check to see if the speaker provides complimentary "master copies" of any of the handout materials.

## **7. AV REQUIREMENTS**

Make sure that the speaker provides you with AV requirements, room layout and a "written speaker introduction" well in advance of your event.

## **8. TIME OF ARRIVAL**

Confirm that the speaker will arrive in your city in plenty of time for your event (preferably the night before). Will the speaker call you upon arrival? Does the speaker take the time to mingle and meet with planners and participants and put last minute touches to the session?

## **9. IMMEDIATELY USEABLE?**

Inquire about "immediately useable materials." Will the speaker provide your audience with information that can be implemented immediately?

## **10. DEBRIEFING AND FOLLOW-UP**

Does the speaker phone to debrief with meeting planners? Does the speaker provide planners with copies of any evaluations that were used?

Does the speaker suggest strategies to continue the impact of the speech during follow up?

Is the speaker willing to accept personal phone calls or emails to follow up on the speech from individual audience members or executives?

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