

# 14 Best Speaker Tips

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**I wish** I would have known to keep a list of helpful hints. I over valued my knowledge and often could not find the great tips when I went looking. This list covers sage advice learned by planners, through the school of hard knocks. I encourage you to save this list and do what I do, R&D, research and duplicate, but make it your own. People attend conferences for networking and education.

1. Know the direct benefit of hiring a speaker through a bureau, versus direct.
2. Set up appointment to talk before signing contract and to review expectation prior to event.
  - ◆ A detailed pre-event call to review A/V
  - ◆ Green room
  - ◆ Attire could be put in the contract
3. Before signing the contract, figure out expenses in total. Read contract: does it say 1st class travel or companion to accompany?
4. Ask for references AND check on them.
5. Assign someone to act as a "speaker ambassador" to meet and greet the speaker on the day of the event, assist him or her with AV, presentation requirements, last minute requests, etc.
6. Will you allow the speaker to sell books and products?
7. Ask the Keynote speaker about ,doing a breakout after the keynote , for complimentary signed copies of the book . availability for a Meet and Greet with VIP's
8. To select the right speaker, match the speaker to the content and objectives.
9. Participants learn more when the sessions are interactive
10. Speaker agreements should include everything you expect of the speaker: dates/times/additional events participation/due dates, travel, expense reimbursement, etc.
11. Be clear on expectations of the speaker for Pre and Post extension of Education session. Blogs, social Media posts, articles, meet-and-greet.
12. Have a speaker's ready room.
13. Send a car to pick up the speaker.
14. Speaker management software can make your life so much easier.