



How to Hire the Right Speaker

Morgan Success Group, Inc.

Choosing the right speaker for your event is very important. The right speaker can make your event a memorable, motivational, learning experience. The wrong speaker can have quite an opposite effect. Here are “10” tips on choosing just the right speaker.

1. Clearly define the purpose of your meeting. This can clarify the theme you want to incorporate. This includes the changes, opportunities, and challenges you want to address. Also think of the tone you want for your meeting.
2. Decide what purpose your speaker will have in developing and/or supporting your theme.
3. Determine whether you want a Keynote address, half day or full day programs, breakout sessions, a Master of Ceremonies, or a facilitator, or entertainer. Determine the type of delivery that the speaker should have to help accomplish your goals.
4. Start your search for a speaker who excels in the desired type of delivery. *(There are many avenues you can use to find a speaker i.e. similar business, referrals, Speakers Bureaus, meeting planners, local National Speakers Association Chapters, the Web, etc.)*
5. Determine your budget for a speaker who will help you accomplish your goals. It doesn't matter what you've paid in the past, rather what your investment is for the success of your meeting. Invest properly in your desired results.
6. Ask for complete speaker packages – Video, Speaker information, testimonials, program descriptions, etc. – as this helps show a more complete picture of their abilities, styles, and level of professionalism.
7. Require references from some of the speakers past clients or from the source you are working with to get your speaker. Ask for written testimonials with contacts you can call.
8. Call and check out the references. Do not take them at face value. Materials can look great and people can give a great talk, but it is prudent to really check them out.
9. Interview the final selected speakers to get a feel for them. What's their style and how well do they communicate with you? What are their unique skills, experience and knowledge with your industry and your challenges? Do they customize to fit your needs? Are they available to do research for their customization? By asking them for suggestions on how to make your meeting better, you'll see how they think on their feet and how they are tuned into your needs.
10. When making your final decision, use your instincts. Through your research, you now know quite a bit about the speakers who fit your criteria and will match your theme and speaking requirements. Who do you feel will truly relate and empathize with your audience and accomplish your meeting goals.

Good Luck and Happy Hunting!