



## ***18 Tips on How to Utilize Professional Speakers for Better Results***

By Patti Hathaway, Certified Speaking Professional

1. Involve the professional speaker in the event planning process.
2. Ask them when the best time would be for them to speak (e.g. don't expect them to motivate your people immediately after the CEO explains a layoff).
3. Ask if they could serve as an emcee or speak at a concurrent session for the same fee. Would they be willing to attend a special reception and mingle with members at no additional cost?
4. Ask if they would be willing to autograph books following their speech.
5. Have them advise you on ideal room set-up and equipment selection.
6. They may be willing to assist with your key in-house presenters.
7. Inform the speaker about your conference/company theme or mission.
8. Have them suggest catchy titles for their program.
9. Complete a Pre-program Questionnaire and send them lots of information on your organization. Ask them how they will be tailoring their program for your particular group's needs.
10. Avoid spending \$15,000 on a celebrity speaker with \$5000 left over for 5 additional speakers. Go for substantive speakers versus glitzy speakers who do not tailor for your group's needs.
11. Book speakers who live in the same city.
12. Ask the speakers you hire for their recommendation on other speakers.
13. Consider utilizing sponsors to alleviate professional speaker costs. Some speakers will send a copy of their book/tape to the sponsor with a thank-you note for their support and sponsoring their particular session.
14. Know that you get what you pay for...
  - Understand what designations mean, i.e. CSP = Certified Speaking Professional. In order to earn your CSP, one must give over 250 presentations within a 5 year period to 100 different client groups at a professional fee level.
  - Look for speakers who will guarantee your satisfaction.
  - If you have not heard the speaker before and they have not been referred to you, ask for a video or audio preview tape.
15. You may want to offer a flat fee for travel expenses (less than full-fledged fare) if speaker is interested in using the trip for other business.
16. Ask if the speaker will be providing take-away materials or handouts.
17. Many speakers are willing to provide an article for your newsletter following/before their program.
18. Some speakers may consider negotiating their fees if you offer:
  - multiple engagements

- a letter of recommendation on letterhead to 10 of your associates
- to fly their family to the conference for the weekend (if your meeting is at a resort)

***What can you expect from a professional speaker?***

- They do their homework.
- They provide you with fresh information
- They are flexible. They will keep you on schedule.
- They are ethical and honest.

***Patti Hathaway, Certified Speaking Professional and author, is known as The CHANGE AGENT . She solves her client's people challenges. Call Patti at 1-800-339-0973 or e-mail her at [Patti@thechangeagent.com](mailto:Patti@thechangeagent.com) for information on her speaking services or to receive her complimentary e-mail or faxed newsletter. You can visit her web site at [www.thechangeagent.com](http://www.thechangeagent.com) for free articles for your newsletter.***