

# TheSpeakersGroup

**PRESENTS**

## **12 Critical Questions To Maximize the Value of Your Next Speaker Booking**

The speaker evaluation process can be tiring and overwhelming, so having a checklist by your side at all times is one way to make sure you stay on track. Below is a list of 12 questions we recommend answering before signing a contract with any speaker, to maximize the value of your engagement. If you follow the advice within our “Six Keys to Booking the Perfect Speaker” article, you’ll find that the answers to these questions come naturally along the way. Some can be answered directly in your conversations with the speaker; others can be answered by previous clients of the speaker; and others can only be answered by you after you’ve done your due diligence on any given candidate. In the end, you’ll remove any doubt that you’ve made the right decision in your booking!

1. Does the speaker customize his/her presentation? If so, to what degree?
2. Is the speaker entertaining as well as informative?
3. Does the speaker use only clean and appropriate humor?
4. Is the speaker accessible to attendees before and after the event?
5. Does the speaker “hardsell” products from the platform?
6. Is the speaker's office responsive to requests for information?
7. Is the speaker easy to get along with?
8. Is the speaker's fee negotiable? Yes \_\_\_ No \_\_\_ If yes, what value could I offer in exchange for a fee reduction? *(i.e., Can I provide the speaker any of the following: master video of the session, attendee list, testimonial letter, referrals, extra nights' accommodations, choice of speaking time, choice of date, multiple performance contract, extra publicity, spouse airfare and meals, purchase of products, services, etc.?)*
9. Does the speaker's standard fee schedule include any discounts? *(For certain geographical areas, resorts, time of year, non-profit organizations, etc.)*
10. Can the speaker fill more than one slot which will eliminate the need for an additional speaker – saving money on fee and additional travel expenses?
11. What are the payment terms of the speaker's contract?
12. After getting answers to the above questions, am I confident my attendees will be happy with this speaker?

---

© 2006 by Shawn Ellis / The Speakers Group. All rights reserved.

*No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to The Speakers Group, 4409 Sandpiper Lane, Antioch, TN 37013.*