

1ST EDITION

THE GOOD GUIDE

A Good Meeting Planner's Guide to Hiring A Great Speaker



GOODMAN SPEAKERS

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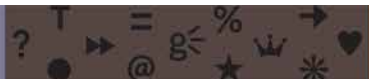
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HOW TO CHOOSE THE BEST SPEAKER FOR YOUR AUDIENCE

Professional speakers are often the highlight of a meeting, conference or special event hosted by companies and associations. The most important aspect to using professional speakers is the selection process. This Guide assists you in choosing the right speaker to fit your objective, audience and budget.

Choosing the best keynote speaker for your meeting (and budget) can be a time-consuming, challenging task. Goodman Speakers has created *The Good Guide* to streamline the process and increase your meeting's success. We get you and your internal executives on the same page early on, and keep you there throughout the process.

Goodman Speakers is a full-service resource for meeting planners that is much more than a place to get an overview of available speakers. We are a strategic partner that works closely with you to define your needs and then target the best keynote speaker or entertainer that is appropriate for your audience and budget.

We've resourced information from our 35+ years of experience to create this free Guide, which has been well received by professional meeting planners at organizations across the globe.

After you complete the initial internal research outlined in our guide, you will be ready to begin working with a speakers bureau to find the best speaker for your meeting or event. Keep in mind that your speakers bureau should be an ongoing, creative resource for you to discuss ideas, needs and concerns.

Today, there are many choices of speakers bureaus—many of which service the speaker rather than the client—so we strongly recommend that planners be selective. Ideally, you should be as comfortable and confident in your bureau as you are with your speaker.

PLANNING STAGES:

- 1 meeting
LOGISTICS
- 2 understanding the
AUDIENCE
- 3 understanding the
SENIOR LEADER'S PERSPECTIVES
- 4 capturing the
MEETING OBJECTIVE
- 5 defining the
SPEAKER EXPECTATIONS
- 6 benchmarking for
SUCCESS
- 7 after the meeting
FOLLOWUP
- 8 meeting professional's
**CHECKLIST
NOTEBOOK**

1 meeting LOGISTICS

Ideally, meeting planners should have 6-12 months to prepare for an event, depending on its scope and purpose. Although this is not always possible, it certainly helps to secure availability of the best speaker for the event. This message should be communicated internally, so executives are aware of the realistic timetable required to plan successful events.

A speakers bureau should be brought into the fold as early as possible. This is essential to identify the best keynote speaker for the event, and then determine their availability. Scheduling is a vital concern for meeting planners, speakers bureaus and professional speakers. The earlier this information is determined, the more effectively a bureau can serve you.

To begin, please provide information about these key meeting elements:

■ Meeting name:

■ When is the meeting?

■ Where is the meeting?

■ Is either the time or date flexible to accommodate a desired keynote speaker?

■ How often is this meeting held?

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understanding the AUDIENCE

It is crucial for you, your speakers bureau and the speaker to know who will be in the audience. Speakers bureaus can immediately recommend, or eliminate from consideration certain speakers based on the demographic of the attendees.

Please provide the following information about the people who will be attending this meeting:

■ Projected number of attendees:

■ Titles:

■ Age ranges:

■ Male/female ratio:

■ Educational background:

■ Which division/department of the company/organization are they from?

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understanding the SENIOR LEADER'S PERSPECTIVE

Capturing what's on the minds of senior executives helps you refine the search for the right professional speaker. By clarifying any underlying objectives and special interests, a meeting professional can better understand what is important to senior leaders—often the ones with final approval in the speaker selection process.

■ What books are your senior leaders reading?

■ What challenges is your industry, organization or audience facing?

■ What personal interests inspire your executive team? Are they fans of a particular sport? Are they strictly business, or do they appreciate humor, music, creative-thinking, or science?

4 capturing the MEETING OBJECTIVE

Your meeting objectives become the ultimate road map to a successful meeting. They should be shared with your planning committee, key stakeholders and your speakers bureau partner. Encounter a change along the way? Keep everyone informed! A speakers bureau can redirect its research and respond with updated recommendations. The more your event partners know about your desired outcome, the more speakers bureaus can help you find the *right* professional speaker and increase your meeting's success!

- What is the overall objective or purpose of this meeting?
- Is there a strategic message that you are trying to communicate? Or, program theme?
- What type of speaker would help you accomplish this purpose? (i.e. a specific background such as recognized business leader, industry expert, celebrity, or sports figure. Or, a particular style such as motivational, humorous, educational, interactive. etc.)
- How will the meeting be structured to communicate this message?
- Where on the agenda would the speaker be most effective?

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defining the SPEAKER EXPECTATIONS

While executives and meeting planners typically feel a speaker will add value to a meeting or event, it is important to define the exact role the keynote speaker will have. This not only helps the speakers bureau make the right recommendations, it helps the speaker fine-tune his or her presentation for your audience and program goals.

- What are your expectations of the keynote speaker to help you communicate the message of the meeting?
- What ideal “take away” would you like the speaker’s presentation to deliver?
- Beyond the keynote, are there other expectations of the speaker? (i.e question & answer session, book signing, reception attendance, follow-up webinar)
- How important do you feel the outside speaker is to the overall success of the meeting?
- What are the budget parameters for the outside speakers? Does this align with the value you’ve placed on the speaker’s contribution to the meeting’s success?
- Other Comments:

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benchmarking for SUCCESS

Meeting planners are always hoping to duplicate their most successful event while striving to avoid past mistakes. To help meet this wise goal, both planners and their internal executives should answer the following questions:

- Who stands out as the best speaker you have had in the past? Why?
- Who stands out as the worst? Why?
- If your first speaker choice was unavailable, would this affect your meeting (i.e. fewer people may attend, executives may be upset, agenda will need to change as it was built around a particular keynote speaker?)

You are now prepared to begin working with a speakers bureau. First, you should share this information with the bureau in detail. The bureau will conduct its own research and provide you with a list of potential speakers, along with video links, biographies, headshots, books and other information to help you make a final selection. Sometimes, a speakers bureau may arrange a conference call or other means of direct communication with a speaker to help in the decision process. This is typically not necessary, but can be an option if there are unresolved questions or concerns.

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after the meeting

FOLLOW UP

After the meeting, you and your team should evaluate the success of the speaker and his or her impact on the overall meeting. Consider the following:

- Did he/she add value to the theme of the meeting?
- Did he/she meet your expectations? Did he/she meet the expectations of your internal audience?
- Did the attendees respond well to the presentation? In what ways?
- What are some of your additional thoughts or comments about the speaker?

Share this information with your speakers bureau representative. It will help them provide you with further customized service for the next meeting you plan together. Remember that every single meeting is unique. Each has its own objectives and needs. These guidelines should be followed for each meeting, seminar, conference or other event when speakers are required.

Please let Goodman Speakers know how this information has helped you. Our mission is to continue to refine the role of the speakers bureau in the meeting planning process. We truly believe *your success is our success* and hope this information is useful.

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meeting professional's speaker selection

CHECKLIST

☐ BEGIN PLANNING

- Date
- Venue
- Analyze evaluations and feedback from previous year's speaker

☐ UNDERSTAND THE AUDIENCE

- Projected number of attendees
- Titles
- Age ranges
- Male/female ratio
- Educational background
- Division/department of organization

☐ UNDERSTAND SENIOR LEADER'S PERSPECTIVE

- Schedule a meeting with the executive
- Questions to ask:
- What challenges are your industry, organization and audience facing?
 - What personal interests inspire the executive team?
 - What are the expected outcomes for the meeting?
 - What books are they reading?

☐ CAPTURING THE MEETING OBJECTIVE

During your meeting with the executive, you should be able to determine:

- What is the overall objective of the meeting?
- Is there a strategic message that needs to be communicated?
- Is there a program theme?
- What type of speaker would help accomplish the purpose?
- Is there a specific background such as a recognized business leader, industry expert, celebrity or sports figure?
- Is there a particular style such as motivational, humorous, educational, interactive?

☐ REACH OUT TO SPEAKERS BUREAU

- Share insight you have obtained from the executive.
- What is the budget for the speaker?
- A speakers bureau will help find a relevant speaker who will deliver.
- Review list of proposed speakers and provide feedback

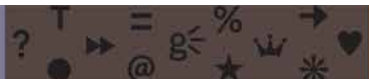
☐ CHOOSE SPEAKER & DEFINE EXPECTATIONS

- Review proposed speakers with team and executives
- Make speaker selection and let your speakers bureau know
- What is the ideal "takeaway"?
- Are there other expectations of the speaker? (e.g. Q&A session, book signing, reception attendance, follow-up webinar?)



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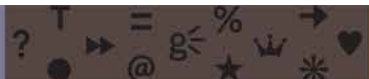
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LET'S WORK TOGETHER!

For nearly 40 years, Goodman Speakers has been a leader in advising meeting professionals to select and secure the ideal speaker. Our highly trained team uses industry knowledge, strong relationships, and a professional approach to enhance our client's objectives for a successful meeting. We work with you to manage logistical details and provide high-quality feedback and assistance. The success of a speaker can make or break an event, which is why listening to and fulfilling your needs is our top priority.

Ready to get started? Contact us!



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