

# 2016

SPEAKING.com

## Speaker Booking Kit



### Contracting Tips and Terms

Terms and information everyone should include in speaker contracts. Page 3.

### Booking a Celebrity

What to expect when booking a celebrity speaker. Page 7.

### Top Speakers for 2016

Set your event apart from the rest by booking new, trending speakers with unique content for 2016! Page 9.

## How to Determine the Best Keynote Speaker for Your Event

With so many options... how do you find the perfect fit for your audience and event goals?



Speaker selection is one of the most important elements of a successful event. But selecting the right speaker can be a daunting task, especially since there are thousands of options to choose from.

More people than ever are on the speaking circuit – from retired politicians and best-selling authors to athletes and regular people with an extraordinary story to tell; all with varying backgrounds,

topics, experience, fees and presentation styles. The famous TED talk series alone features thousands of speakers, from almost every background.

Let's say you're selecting a speaker to set the stage for your three-day annual meeting. Will your audience and overall program benefit most from a celebrity, an expert in the field, popular sports personality, best-selling author or a professional

speaker who has a thorough knowledge of the appropriate topic?

A recognizable name can be a big draw, but a well-known person might not guarantee a professional presentation. And, higher speaking fees don't always mean high quality. There are many compelling speakers in all fields with lower speaking fees.

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### What makes a meeting most memorable?

Consider the time the keynote speaker bombed. Did you ever hear the end of it? But when the speaker got the group excited about the meeting, or made everyone laugh following the awards program, or sent everyone home with a new commitment to professionalism, did you not hear about that for months to come?

Our learning experiences stay with us far longer than the memory of a good theme, fabulous meal, or fancy decor.

### What do you need?

Thorough knowledge of your group's needs is essential in selecting the right speaker. Decide the goal or purpose of your meeting. Is it primarily an educational session? Are you looking for light entertainment or an inspiring motivational message? How will the speaker fit in with your group?

A "big name" speaker does not guarantee a professional presentation. On the other hand, a professional speaker, an individual who earns his/her living on the platform, might bring a wealth of experience to make your meeting a resounding success.

The speaker can tell you the right amount of time for the job you want done. Consider also the strength, topic and style of the various speakers on a multiple-speaker program. An outstanding opening speaker will carry your meeting through the first couple of days.



Don't follow a humorist with a low-key educational presentation even though the speaker is equally professional. Close with an uplifting, inspiring message that will leave your group wanting to come back next year.

### Why use a professional speaker?

Getting value for your dollar is an important factor in any business. Professional speakers allow you to predict that value by providing:

Support material. Lets you know the subjects he/she speaks on, types of programs, and what the best format would be (seminar, keynote, general session, luncheon or banquet, breakout session, etc.)

References. Ask about the kind of group and their needs. How effective was the message?

Preview. Speech clips and/or an invitation to see the speaker live.

Personalization. The speaker will learn about your group, what your objectives and specific needs are, and then custom-design the presentation accordingly in content, format and length.

A speaker's credentials are important to you and your group. Your speaker's background and credentials can increase your meeting attendance. Such credentials include education, experience, degrees, awards and certifications.

The speaker's experience in a given field also may be a big draw, but don't assume expertise will automatically create an expert presenter. The content of a presentation is of equal importance if your meeting requires that the audience leave with specific or technical information or the group needs someone to motivate them to sell.

### What sources are there for finding keynote speakers?

- Personal referrals from colleagues, friends and others who plan events.
- Individual speaker websites or comprehensive sites that feature pre-qualified speaker profiles for easy browsing (such as Speaking.com).
- Speakers bureaus have inside knowledge on speakers, audience feedback and industry trends and can suggest candidates.

# Speaker Contracting Tips



Here is what you need to include in your speaker contracts – and how to negotiate the best terms.

Except for celebrity speakers who might require complicated riders or other contingencies, booking a professional keynote speaker is quite straightforward.

Above all, open communication about mutual expectations is crucial during the contracting stage. Be certain to brief your speaker about all your event details, understand their requirements and be clear about your expectations.

It's much better to negotiate the entire scope of the project up front and in writing, rather than trying to add additional work after the contract has been signed; a speaker is more likely to agree to additional work now instead of trying to add new time commitments later.

## Include these 15 details in your contract:

- 1) **Length** of presentation: 60 minute keynote, half- or full-day workshop, etc. **Presentation time and specific agenda.**
- 2) **Topics** to be covered in the presentation.

4) Speaking **fee** and travel expenses.

3) How **travel** will be coordinated: normally a speaker will book flights and ground transportation in the home city and the client will book accommodations and ground in the host city.

5) **Recording**: usually speakers will allow recording for "client internal use only." Now is the time to request any additional usage such as posting a few edited segments on a publicly accessible website or distributing the full presentation online or on a DVD.

6) Type of event and overall **goals** / purpose.

7) **Other speakers** presenting on the same date.

8) Estimated **number of people** attending.

9) **Audience profile**: professional descriptions, gender mix, ages, experience level, etc.

10) Specific event **location**.

11) What **attire** is appropriate for the event? (formal, semi-formal, business, business-casual, etc.).

12) Whether your event **private** or open to members of the **public**.

13) **Past keynote speakers** for your group and/or this event.

14) Who the speaker's **on-site contact** will be, including their cell phone number and email address.

15) Brief descriptions of your **organization's mission** and history.



Make sure you have all your expectations spelled out in the contract. Don't leave anything to chance or assume you can add items later. Get everything in writing!



## Speaker Travel

Travel expenses and who will be responsible for travel arrangements are also negotiated during the contracting process.

Normally speakers will book their own flights and ground in the home city and clients will be expected to book ground in the host city and accommodations (commonly just one night, but sometimes two).

Speakers maintain very busy travel schedules, so you might not receive a flight itinerary until a week or so before your event date. Once that information is available, you can make the necessary ground transportation reservations.

# The contracting phase is also the perfect time to ask for additional time commitments

## Additional Possible Requests



- 🔥 Attending meals
- 🔥 Selling books on-site and/or doing a book signing
- 🔥 Facilitating a break-out session in addition to a keynote
- 🔥 Appearing at a VIP meet & greet and/or autograph session
- 🔥 Helping promote your event via social media
- 🔥 Recording an invitation video for your event website
- 🔥 Doing media interviews
- 🔥 Writing an article and/or doing an interview for your organization's newsletter
- 🔥 Creating a webinar



## Working with a Speakers Bureau

The speakers bureau's job is to know where and how to find the right speaker for your event, to provide review materials, schedule conference calls, take care of contracting, book speaker travel, assist with programming and facilitate logistics.

Bureaus smooth the process for securing event talent by saving you time and complications dealing with speaker logistics.

Bureaus act as partners for researching speakers and finding the perfect match for your event. They can assist with determining the appropriate mix of content, personality and entertainment for the presentation.

Speakers bureaus represent their own roster of speakers (ranging from local business experts to worldwide celebrities), but can

also book speakers they don't represent directly.

Bureaus vet speakers and only work with professionals who are seasoned experts and have demonstrated excellent speaking skills, professionalism and expertise in the topic of your event.

Speakers Bureaus work with hundreds of speakers over the course of many years and can give you inside knowledge about a speaker – anything from how they performed for their last client to new program content.

Bureaus can also find a replacement speaker quickly if your booked speaker backs out for any reason.

### **Bureau Booking Process**

First, bureaus will ask you about the goals and objectives for your event and about your organization. During the interview, a bureau agent will listen to your program needs and assess what type of speaker would fit your program objectives and budget. They might ask if your organization is downsizing; experiencing tremendous change and growth or slow sales; whether your leadership needs a boost; or if you are interested in sparking a culture of innovation.

Next, your bureau agent will research the large pool of available speakers to develop a short list of the top candidates for your event.

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“There is nothing like the authentic, visceral, personal experience of connecting with a live speaker’s presentation. At Speaking.com Speakers Bureau, we make our client’s events successes by providing remarkable speakers that perfectly match the event goals and audience. We take care of everything from the ‘big picture’ content to the smallest logistical details.”

*Michael Frick  
President, Speaking.com*

Your agent will then compose an email with links to information about the speakers you find most interesting (videos, profiles, program outlines, etc.).

Finally, they will confirm availability for the speaker(s) you have chosen and will arrange all contracting, accounting, conference calls, presentation and travel logistics.

### **Communication**

Bureau agents work hard to help meeting planners locate and book the perfect speaker. It’s important to clearly communicate throughout the speaker search process.

Give your bureau agent as much information about your goals, audience and your event theme as you can. Provide clear and quick feedback on speakers they may suggest and keep them informed about your selection process.

The event planning process is fluid and fast paced, especially when committees run the selection process. Your bureau agent knows this, so express any concerns or challenges you are facing, even if it means letting them know the budget has been reduced this year or that you need help convincing a committee of the right speaker choice. Your bureau agent wants all your events – for years to come – to be successes.

If you are using other sources, it is always a good policy to let

your bureau(s) know about others you may be working with. Let them know immediately if you are considering booking a speaker from another source. This way, multiple bureaus won’t continue contacting the same speaker trying to secure “holds” for your event date.

Since speakers bureaus get paid from the speaker’s fee, they receive compensation only when you book a speaker they suggest.

Bureaus take care of many of the details for booking speakers — from locating the perfect speakers available for your event to contracting negotiations and programming details — which ultimately saves you time and money.





*Celebrity: the state of being famous or celebrated, a famous or celebrated person.*

Booking a celebrity speaker is a much more involved process than booking any other type of person to give a keynote speech.

Event planners book celebrities to increase attendance, build cachet, drive media and PR hits and/or increase overall interest in their events.

Top film and television actors will rarely accept paid speaking engagements. Most "A-List" celebrities will only speak a few times a year at industry or charity events. If you want to entice a top celebrity, be prepared to offer mid to high six figures.

But there are many other celebrity names on the speaking circuit within reach. Ask your speakers bureau representative which celebrities are currently accepting engagement opportunities since availability changes constantly.

Most recognizable names – in any field – will charge speaking fees of \$30K and up.

Booking a celebrity for your event is a much more involved process than booking any other type of speaker. Once you do find a celebrity for your event, here are some things to prepare for:

**Payment:** a 50% non-refundable deposit of the honorarium will be due upon signing the contract. A 50% balance will be due at least two weeks before the presentation date. If your procurement department is net 30 or 60 days, then be sure to start the invoicing process quickly. A celebrity speaker is not secured until the deposit is in and the balance must be paid before the presentation date or the celebrity will not show up.

**Glam team:** many celebrities will expect hair and make-up to be supplied on site. Sometimes a celebrity will travel with their own glam team. Remember, you'll be responsible for travel expenses for any additional members of the team.

**Inflexibility:** Celebrities are much less flexible about scheduling changes than other types of keynote speakers.

You should always stick to your original agenda and timing. Celebrities are much less flexible about changing anything originally agreed to in the agenda. Sometimes even small changes can derail the entire

booking and the celebrity may decline.

Most will request no down time during their visit, so schedule all time commitments back to back. They will normally arrive close to their speaking slot and depart soon after.

**Autograph sessions:** make sure these are clearly and specifically defined, including the number of people, what items will be expected to be autographed. If using a book written by the celebrity, define the title beforehand and determine how the books will be purchased.

**Response to your requests:** celebrity teams are notorious for slow response times. So be sure to make any requests well in advance.

**Marketing materials:** all promotional materials and announcements will need to be run by the celebrities PR person. So, be sure to give enough leeway for them to review. This can take up to a week or two of back and forth to be approved.

# Preparing for Your Speakers Visit



## Pre-Event

**Audio Visual** – You will need to plan for your keynote speaker's AV requirements. Common requests include: wireless lavalier microphone with fresh batteries hooked into the sound system, LCD projector, large screen, glass of water and a clicker.

Most speakers use PowerPoint slides and will either bring their own laptop to run their presentation (client will provide hookups) or will provide a slide deck ahead of time via a downloadable link. The client then loads the presentation into their AV system.

**Speech Content** – Business topics (such as leadership, innovation, productivity and employee engagement) require thorough customization. Rather than delivering a canned or generic speech, your keynote speaker will be expected to

address your organization's unique circumstances and culture. This might include interviewing prospective audience members, holding a conference call with your programming team and/or sending an online survey to your personnel.

## One Week Before Your Event

There is not much speaker preparation needed the week before your event.

Check in with your speakers bureau or speaker directly to make sure flights have been booked so that you can arrange ground transportation, accommodations (usually one night) and set an AV check time if needed.

Provide the on-site contact name, title and his/her cell phone number to your keynote speaker.

## Day of the Event

On the day of the event, confirm that the PowerPoint slides have been loaded onto the AV system (if needed). Have your on-site contact greet your keynote speaker and escort him/her to the event room. Be sure to give the speaker's introduction to the person introducing your speaker so they have a script to read.

## Enjoy!

Your keynote speaker can generate beneficial, resounding effects on both your organization and audience members. All that attention to detail and hard work finding and booking the perfect keynote speaker finally pays off. Now just sit back and enjoy the compelling presentation that you made happen!

# Top Speakers for 2016



**Lisa Bodell**

As a globally recognized futurist and expert on innovation, Lisa ignites new thinking at every event with high energy, humor and audience engagement. She is an award-winning author and CEO of futurethink, an innovation-training firm that helps businesses become world-class innovators.



**Dr. Daniel Kraft**

Daniel is a Stanford and Harvard trained physician-scientist, inventor, entrepreneur and innovator. With over 20 years of experience in clinical practice, biomedical research and healthcare innovation, Kraft has chaired the Medicine Track for Singularity University since SU's inception.



**Joanna Barsh**

Joanna has in-depth experience collaborating with clients on organizational strategy and is passionate about accelerating the development of women as leaders. She has been a New York City Commissioner on Women's Issues since 2002. Her book, "How Remarkable Women Lead" is a touchstone women's leadership book.



**Daymond John**

Over the last 20 years, Daymond has evolved from one of the most successful fashion icons of his generation to one of the most sought-after branding experts, business and motivational speakers in the country.

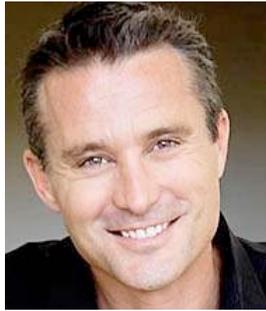
(Top speakers for 2016 continued)

# Top Speakers for 2016



Barbara Corcoran

As one of the “Sharks” on ABC’s hit TV show, SHARK TANK, Barbara has ponied up her own money and invested in twenty-two businesses, competing to make those deals for all to see, then shepherding them to success. Barbara is famously brash and blunt, bold and courageous, and a brilliant identifier of opportunity and talent (often invisible to others).



Simon Mainwaring

Simon is the founder of We First, the leading social branding firm that provides consulting and training to help companies tell the story of the good they do to build their reputation, profits and social impact. He contributes to *Fast Company*, *Forbes*, *Huffington Post*, *Mashable*, and *GOOD Magazine* on branding and social technology.



Seth Godin

Named one of the top 21 speakers for the 21st century by *Successful Meetings Magazine*, Godin draws on his best-selling books and years of being a marketing pioneer to bring audiences of all kinds to their feet. In his enlightening lecture program, Godin focuses on the creative thinking necessary for a business to create a “purple cow”—an offering that stands out from the crowd.



Diana Nyad

In 2013, Diana made history as the first person to swim from Cuba to the United States: 111 miles! Diana has also earned a reputation for being a uniquely passionate and entertaining public speaker, earning standing ovations with a broad spectrum of audiences.



Jay Silver

Jay Silver was Intel’s first Maker Research Scientist and Founder/Director at JoyLabz, which makes products that help people become agents of creative change. He has invented many popular creative platforms such as MaKey MaKey (kick-started for \$550,000). CNN calls him “...a leading proponent of the Maker Movement.” He’s also a celebrated TED Talk speaker.



Dr. Julianne Malveaux

Julianne is a labor economist, noted author, and colorful commentator. Julianne has been described by Dr. Cornel West as “the most iconoclastic public intellectual in the country.” Her contributions to public dialogue on issues such as race, culture, gender, and their economic effects are shaping public opinion in 21st century America.

(Top speakers for 2016 continued)

# Top Speakers for 2016



**Katty Kay**

Katty Kay is the lead anchor of BBC World News America. Prior to taking over as lead anchor, Kay served as the Washington Correspondent for BBC since 2002. Kay covers the full gamut of American and global affairs – reporting on U.S. elections, the White House, Congress, Wall Street, global economies and world trouble spots.



**Mike Rowe**

Mike Rowe is a TV host, writer, narrator, producer, actor and spokesman. Mike runs the mikeroweWORKS Foundation, which awards scholarships to students pursuing a career in the skilled trades. Currently, Mike is in production for his new show, “Somebody’s Gotta Do It,” which debuted on CNN in 2014.



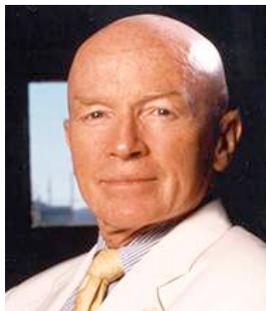
**Kevin Harrington**

Shark Tank phenomenon Kevin Harrington is a successful entrepreneur as well as an internationally acclaimed speaker, coach and business expert. His inspiring high-energy speaking style has made him a popular speaker on the conference circuit.



**Doc Hendley**

Doc is a CNN Hero. He is President/Founder of the organization Wine To Water. Doc continues to travel to underdeveloped, war-ridden nations, working in the field to bring clean water to those in need. His speech, “Digging for Hope: Turning Wine to Water & Other Modern Day Miracles” has inspired audiences around the world.



**Mark Mobius**

Mark Mobius, Ph.D., executive chairman of Templeton Emerging Markets Group, joined Templeton in 1987. Currently, he directs the Templeton research team which is based in 18 global emerging markets offices, and manages emerging markets portfolios. *Asiamoney* magazine listed Dr. Mobius as one of the “Top 100 Most Powerful and Influential People.”



**Robyn Benincasa**

Robyn is a world champion eco-challenge adventure racer, CNN Hero, *New York Times* bestselling author, founder of the 501c3 project Athena Foundation and 3x Guinness World Record distance paddler. Her talks focus on building the kind of world-class teams that succeed against all odds and that win in times of great challenge and change.

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