



How to Find the Right Speaker

By Randall Munson

Jim walked into the restaurant. After being escorted to a non-smoking table by the hostess, his waitress arrived to take his order. “And what can I get for you?” she asked.

His response: “I’d like some food.”

“Yes, and what would you like to order?”

“I don’t know, I just know I need some food.”

“Well, we have some excellent dinners or, if you prefer something less expensive, we have a wonderful selection of tasty sandwiches.”

“I’m not sure how much I want to spend. Why don’t you just get me some food?”

“Would you like dinner or just a snack?”

“I’m not sure. I just know I need some food.”

“If you could just tell me what kind of food you’d like, I’d be happy to help you in your selection.”

“Hey, why are you asking me all these questions? Just get me some food.”

You might think Jim is being unreasonable in his demand to “just get me some food.” But, you could be just as unreasonable if you ask your meeting planner to “just get me a speaker.” The

following four essential questions must be answered before you can get the right speaker for your event.

1. What is the point?

Identify the main purpose of the event. Once you understand the overall objective of your event, determine the role that a speaker can play in achieving your objective.

2. How much can you invest?

Professional speakers are available for a wide range of fees but good speakers are not cheap. Keep in mind that there is little that can impact the long-term significance of your event more than the keynote speaker. Which will be more memorable: A great luncheon menu or a great keynote speaker? Invest where the long term payoff is greatest.

3. What are the subjects?

Often there are multiple topics that would be useful to the attendees and help you achieve your objective for the event. Jot down some of the topics. A professional speaker can be found who already has expertise in an appropriate topic.

4. What mood do you want?

At the conclusion of the presentation, how do you want the audience to feel? An

opening keynote can set the tone for your event and open everyone’s mind to new possibilities. A mid-conference speaker can lift and reenergize a group that is getting overloaded with technical details. A closing address can put your whole event into perspective and send everyone off charged up, ready to perform, and anxious to return to your next great event.

With the answers to these questions your meeting planner can fill your order. They will find the professional speaker who will satisfy your objectives and ensure your event is a resounding success.

Randall Munson, President of Creatively Speaking®, works with organizations that want to do business more creatively and with event planners who want more exciting meetings and conventions. For a free press kit or to book Randall to speak at your next meeting email Randall@CreativelySpeaking.com or call 1-800-294-1331 or visit his web site, www.CreativelySpeaking.com