



Maximizing Chapter Speaking Engagements

What to Look for When Booking a Speaker

Expertise - The key question you need to ask yourself is- what makes this speaker an expert? Be sure to review their bio thoroughly as well as any thought leadership pieces that may have been sent along.

Industry Experience - This may or may not be a priority for your group, but some chapters respond especially well to experts in the field who either have event experience or have a history teaching the event industry specifically. If this is a priority, review his or her bio early to get a feel for how extensive their experience is in the event and hospitality industry itself.

NACE National Association for Catering & Events

Essential Resources Connect Grow Events

A LA CARTE NACE BLOG
FRESH IDEAS AND INSPIRATION FOR YOUR EVENTS


Home » Blog » 3 Things to Learn from Your Web Metrics

07/13/20 | Christie Osborne

3 THINGS TO LEARN FROM YOUR WEB METRICS

Many event pros have dutifully installed Google Analytics on their websites. A few have even looked at them on occasion, but fewer still are truly using their website analytics to grow their businesses. It's understandable — looking at all of those reports can feel very overwhelming. Who has time to dig into the nitty gritty of reports?

Google Analytics comes with 78 standard reports “out of the box” — talk about data overload. Well, I've got good news for you: You really only need to monitor a handful of them to gain important insights for your event business.



Experience - Request a list of more recent speaking engagements, especially examples of groups that may be similar.

Topics - When requesting topics, ask for topic titles, descriptions and key takeaways. Ask how much flexibility the speaker may have in adapting the topic to the audience and if he or she has recommendations for this particular group.

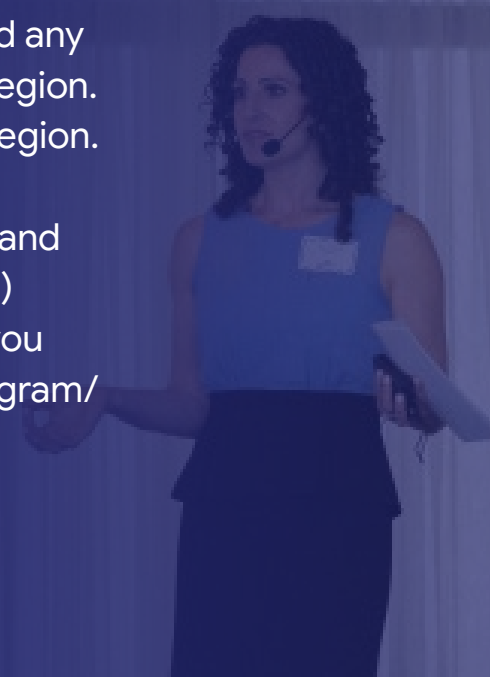
Speaking samples - Ideally, the speaker will be able to provide 1-2 video examples of themselves speaking in front of a crowd. If they are newer to speaking, see if they have webinar recordings or podcast interviews so you can get a better feel for their tone, expertise and personality

<https://www.youtube.com/watch?v=4DU1Th7HUJ4>



Exclusivity to Region - Find out if he or she has booked any other speaking engagements with similar groups in this region. Ask also for their thoughts on offering exclusivity to the region.

References/Testimonials - Speakers should be ready and willing to provide references (name/phone number/email) from those who have hired them previously. Likewise, if you request, they can provide testimonials from previous program/conference chairs, as well as attendees.




Best Practices for Working with a Professional Speaker

First Steps

Have a professional, legal contract in place to outline all expectations, deliverables and a payment schedule.

Share as much about the group that you can in advance with the speaker, including a breakdown of their industries, as well as how many are entrepreneurs versus those that work for a company.

 WEDDING INDUSTRY SPEAKERS

Presentation On-boarding Form Brittney Drye
Thank you for taking the time to complete our form. This allows our speakers to be as prepared as possible for their presentation!

Full Name *

Email address *

Organization *

Speaker you have booked *

Average attendance at meetings

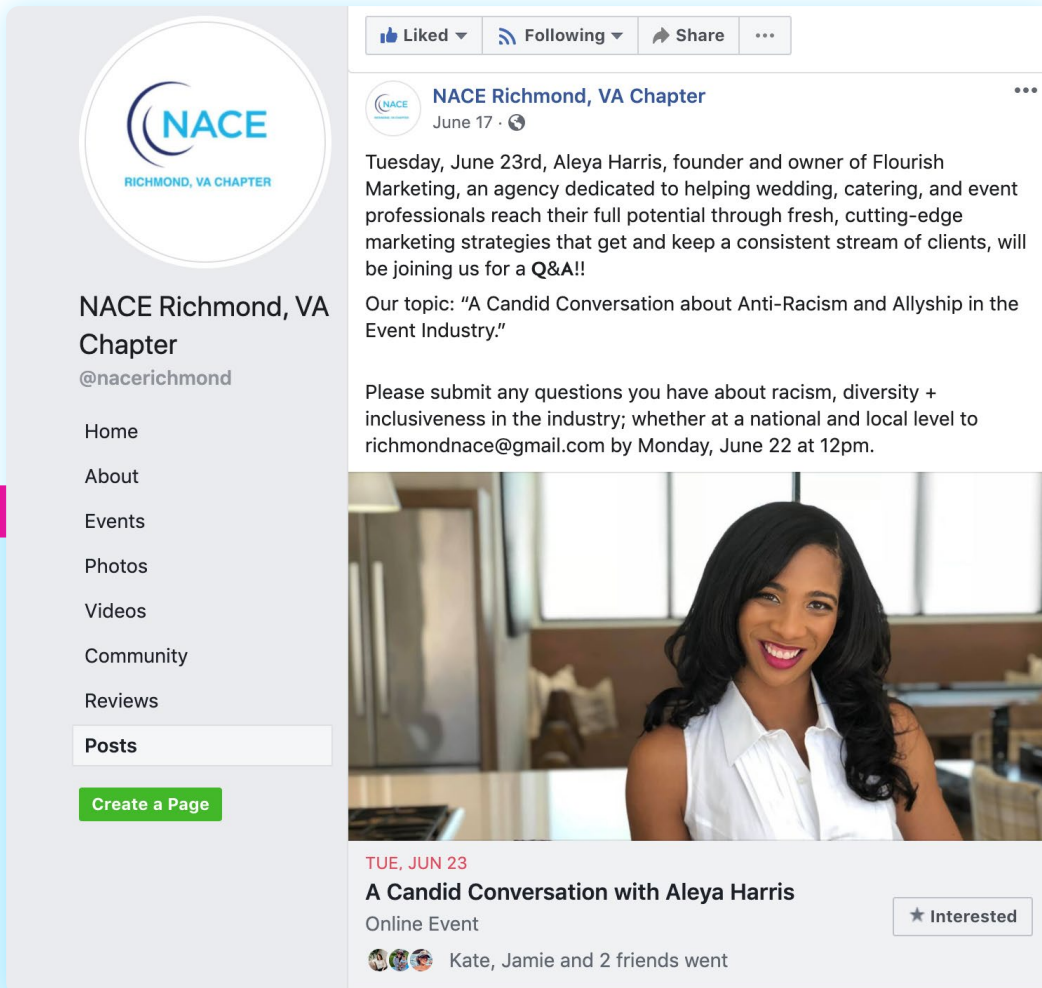
When would you prefer the speaker's presentation is submitted to you for review? We generally recommend you receive it one week prior to the talk.

It's helpful for speakers to get a better idea of the group they'll be presenting to. Do you mainly serve corporate clients? Weddings? A mix of the two? Please feel free to expand as much as possible.

Finalize a title, topic description and takeaways early so you can readily promote and ensure you're both on the same page about the direction of the talk.

Ask for audiovisual requirements from the onset to ensure you have everything in place.

Send along the group's social media handles so the speaker can see what the group has been up to, their priorities as an organization and how they communicate with one another.



Collect all necessary material upon booking in order to promote early and often-in particular, their headshot, logo, bio, and final topic title, description and takeaways.

Top tips for maximizing a professional speaker event

See if the speaker is available and willing to do a brief (5-7 minute) FB Live interview for the chapter's page where they can give a bit of a background on themselves and a sneak preview for their upcoming talk.



Ask if they are willing to film a brief video to share their enthusiasm for coming and offering a brief glimpse into the presentation.

Consider a VIP event prior to the meeting itself- where sponsors and others with VIP tickets can engage with the speaker.

If you have a Facebook group for the chapter, see if the speaker is willing to have a brief Q+A after the talk on a thread.

Encourage the speaker to attend the reception prior to the meeting itself so he and she can meet attendees. Offer to pair one of the Board members with the speaker to help make introductions.

Best Practices for Working with a Professional Speaker

Just Prior to the Event

Request a brief call (1) week prior to the talk with the speaker to run through the agenda, the travel arrangements and to address any questions or concerns.

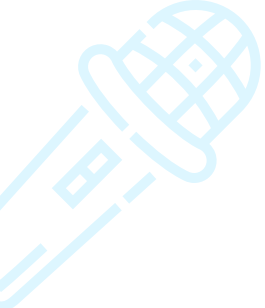
Give the speaker the cell phone of the main contact should they need to get in touch quickly. Be sure to have the speaker's cell phone on hand as well.

Collect the speaker's travel information, including flight number, hotel confirmation number and details of transportation to and from the airport, if applicable.

Walk through the specifics around the timing of the presentation itself, especially if navigating a meal.

Finalize the speaker introduction, making sure you have the most current copy on hand.

Tip: If the speaker has to present during the meal, see if they can start during the entrée. Have the dessert preset, requesting service be held until the end to avoid it becoming too noisy.



Ensure the speaker is clear on the agenda for the event so he or she can maximize their time with the group.

Tip: Keep speaker introductions to 2-3 brief paragraphs



AV CHECKLIST

COMPUTER

- MAC
- PC
- I'D PREFER YOU PROVIDE

SOFTWARE

- POWERPOINT
- KEYNOTE
- GOOGLE SLIDES
- OTHER: _____

PODIUM

- YES
- NO
- FLEXIBLE

AV CHECKLIST

MIC

- HANDHELD
- LAVALIER
- PODIUM MIC
- FLEXIBLE

REQUIRE
WIFI?

- YES
- NO
- FLEXIBLE

REQUIRE
SOUND?

- YES
- NO
- FLEXIBLE

Best Practices for Working with a Professional Speaker

Final Steps

Survey attendees to gauge the success of the speaker and presentation, along with the other components of the event

Ask the speaker for feedback, to help determine strengths of your process, as well as opportunities for improvement

Share event photos with the speaker, along with the photography credit, in hopes they'll promote as well



WEDDING
INDUSTRY
SPEAKERS

This Resource has been provided to the Foundation of NACE by Wedding Industry Speakers