The background of the image is a blurred photograph of a stage event. In the foreground, a dark wooden podium with a microphone is visible on the right. The background shows a large, out-of-focus audience seated in a hall, with several bright spotlights illuminating the stage area from above.

Seven tips for booking the right speaker.

Designed, not improvised.

A close-up, slightly blurred photograph of a person's hands working at a desk. The person is wearing a dark blue long-sleeved shirt. Their right hand holds a black pen, writing on a yellow sticky note. Their left hand also holds a black pen, pointing at a colorful pie chart on a printed document. The desk is cluttered with various items: a laptop is visible on the left, several other printed documents with charts and graphs are scattered around, and multiple yellow and purple sticky notes are attached to the desk surface. The background is dark and out of focus, with some warm, bokeh light sources.

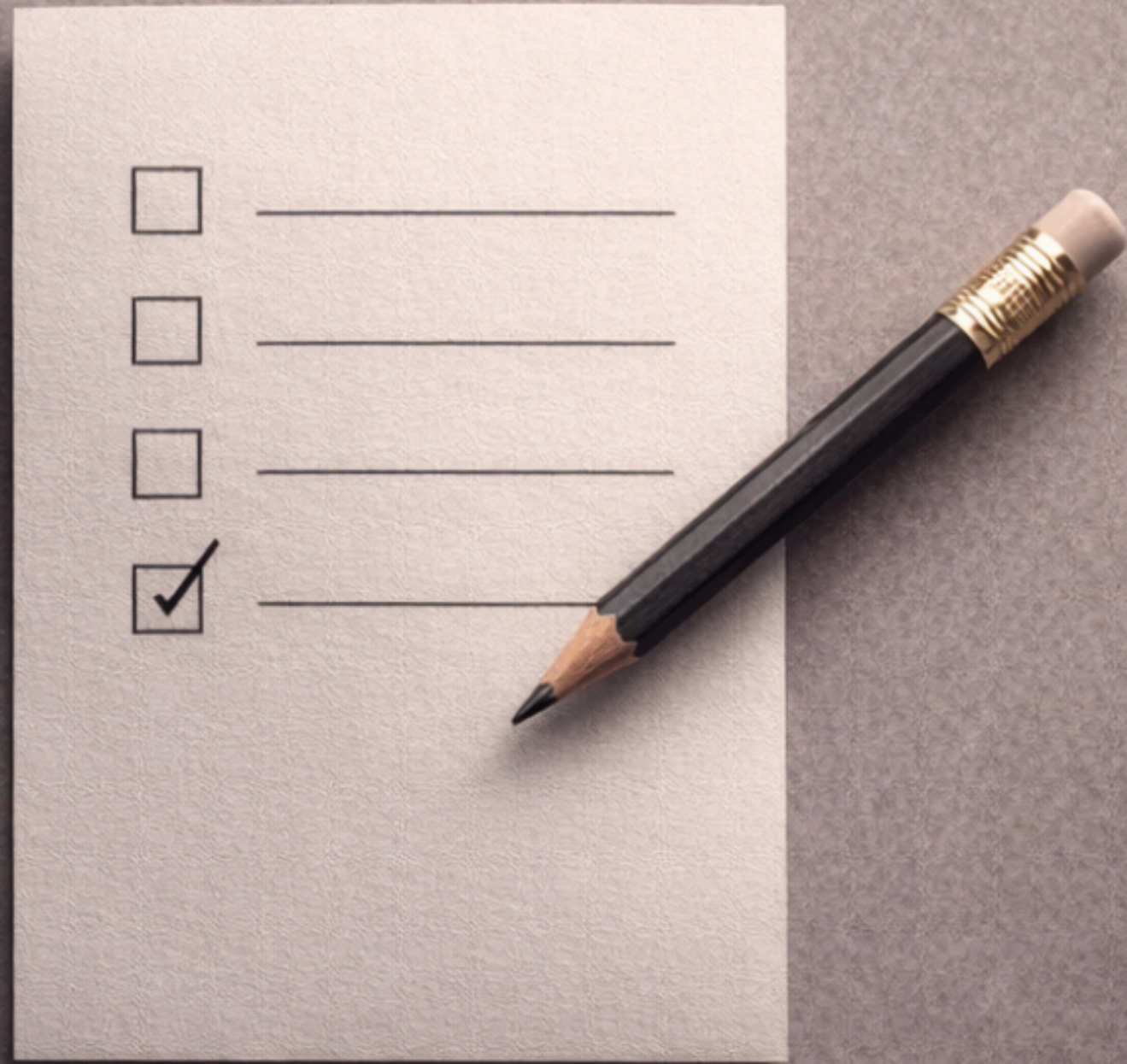
**Start with the
outcome.**

Set goals and define success
from the beginning.

Book for your **people.**


Invest in the right speaker
to meet your people's needs.





Assess the speaker.

Doing the **homework** reduces risk.



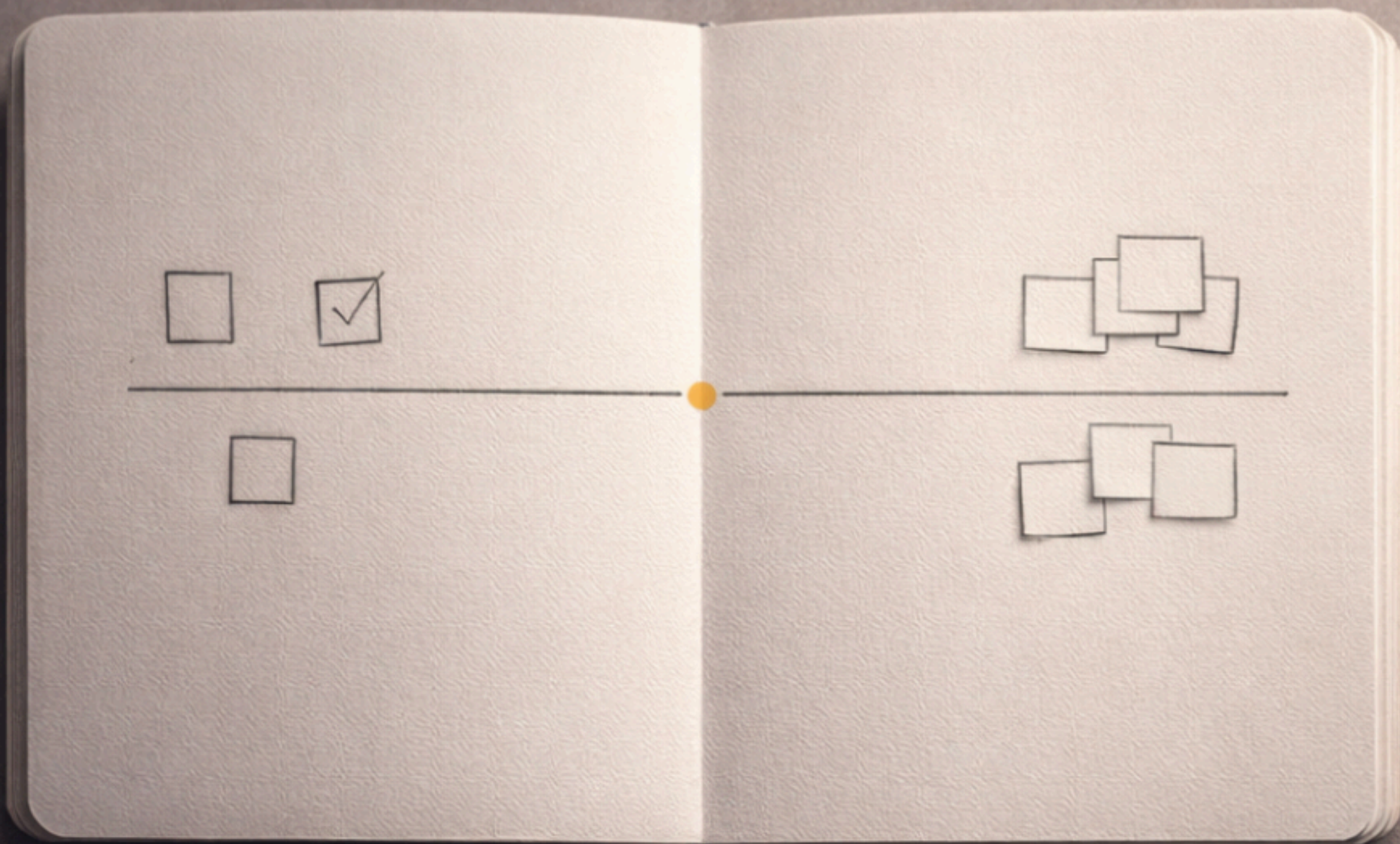
Let the outcome
guide depth and energy.

- Don't overbook inspiration.
- Don't underbook substance.
- Choose the right **level for the outcome.**




Involve the **speaker early.**

Collaborate from the beginning
to ensure relevance and customize.



Be **open** about budget.





**Extend the value
beyond the stage.**

Follow up with coaching,
training, workshops
for lasting impact.



Great events are designed.

Clarity first. **Impact follows.**