

Seven tips for booking the right speaker.

Designed, not improvised.



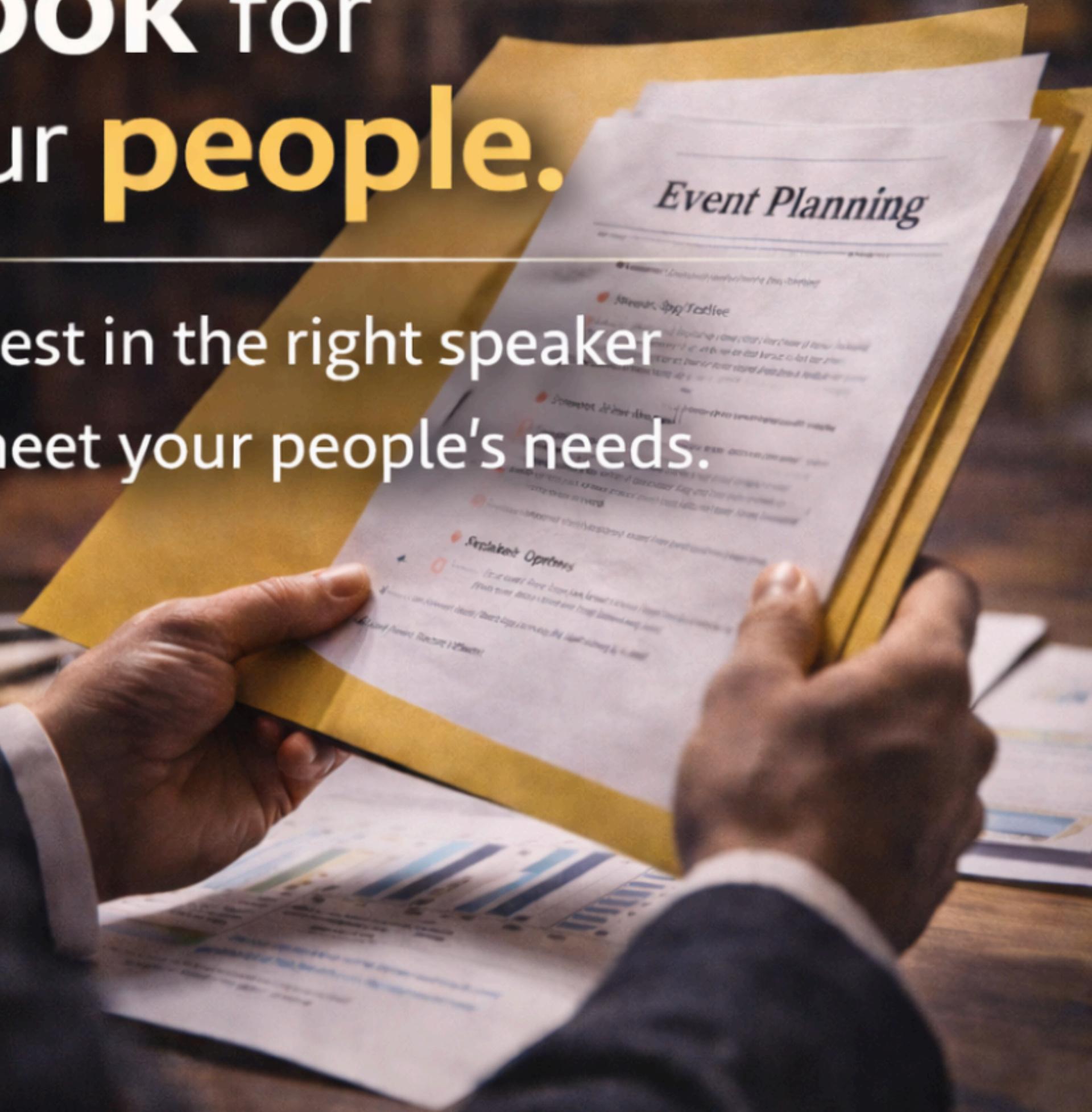


Start with the outcome.

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.

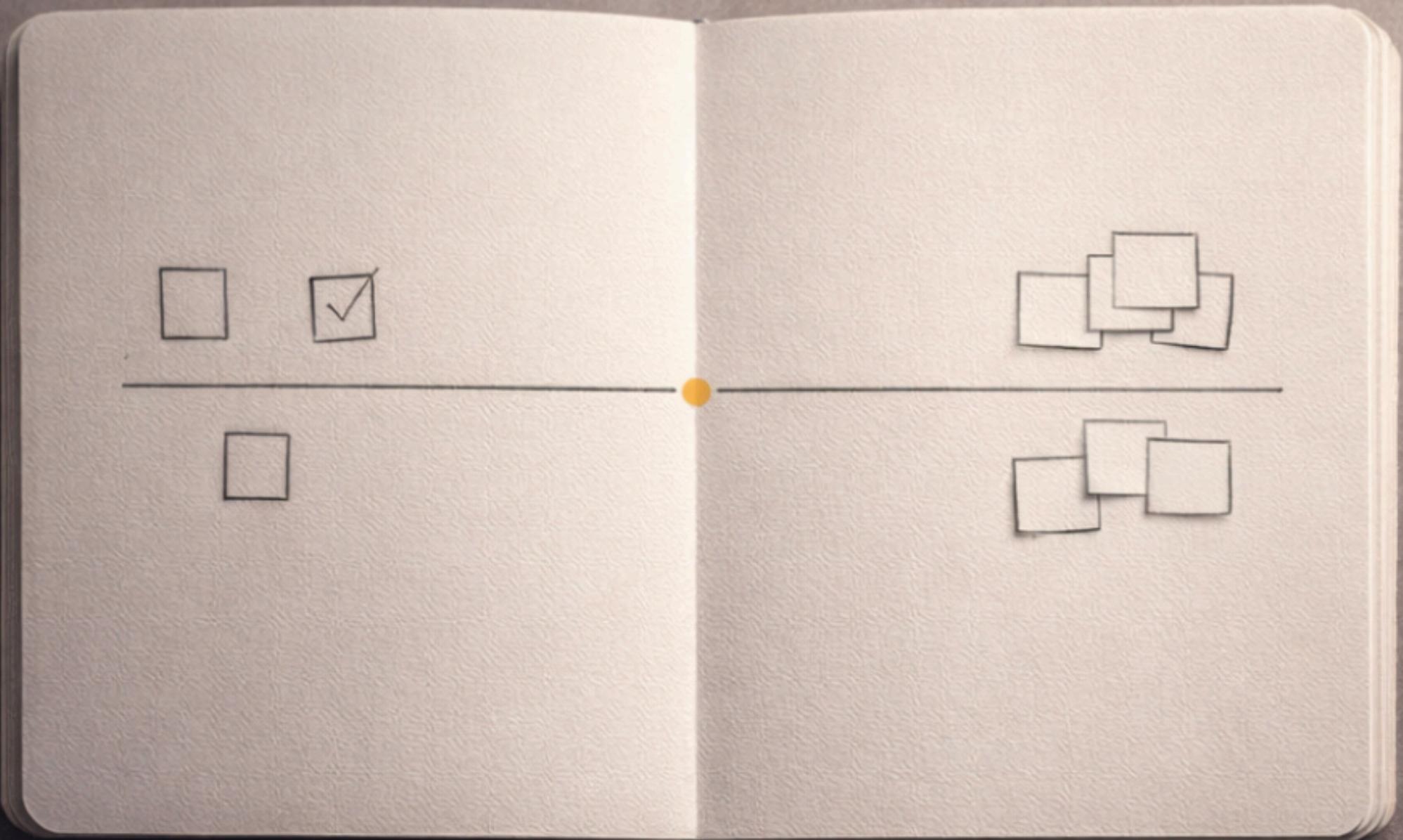
Let the outcome guide depth and energy.

- 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.