

Choosing the right speaker

Five speaker types.

Different strengths.

Different results.

- Every event has a purpose.
- Every audience has expectations.
- Every investment creates a different kind of value.

This carousel helps you choose with clarity.

Internal employee

- no speaking fee
- strong internal context
- credibility from proximity

Best fit: updates, alignment, internal culture

Industry expert

- low to moderate investment
- deep subject knowledge
- insight-driven sessions

Best fit: trends, expertise, learning

Professional speaker

- varied investment level
- designed for audience impact
- strong structure and delivery
- high return on investment

Best fit: engagement, mindset shift, action

Celebrities

- premium speaking fee
- star power and appeal
- broad recognition

Best fit: visibility, brand impact, buzz

External consultant

- low or no upfront cost
- frames and diagnoses problems
- defines what needs to be done

Best fit: problem definition, direction, longer change journeys



Design the experience.

Then choose the
voice that delivers it.

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Global keynote speaker