

# Choosing the right speaker

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Five speaker types.

Different strengths.

Different results.

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

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This carousel helps you choose with clarity.

# Internal employee

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

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**Best fit:** updates, alignment, internal culture

# Industry expert

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- low to moderate investment
  - deep subject knowledge
  - insight-driven sessions
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**Best fit:** trends, expertise, learning

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# Professional speaker

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- varied investment level
  - designed for audience impact
  - strong structure and delivery
  - high return on investment
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**Best fit:** engagement, mindset shift, action

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# Celebrities

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- premium speaking fee
  - star power and appeal
  - broad recognition
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**Best fit:** visibility, brand impact, buzz

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# External consultant

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