

Checklist FOR SPEAKER SUCCESS

✓ General information

Event Date: _____
 Event Time(s): _____
 Event Location: _____
 Event Theme: _____
 Event Budget: _____
 Event Size: _____

✓ Pre-event selection guides

(Begin researching as soon as possible, from 18 to 24 months before the event.)

✓ **Speaker session:** _____

✓ **Speaker budget:** _____

✓ **Number of speakers needed:** _____

✓ Presentation time:

Morning Afternoon Evening

✓ **Audience demographics** (e.g., % men, % women, business professionals, manufacturing personnel, volunteers, etc.):

✓ **Audience size:** _____

✓ **Meeting purpose:** _____

✓ **Presentation length:** _____

✓ Presentation purpose:

Informational Technical Educational
 Motivational Entertainment

✓ Resources

Referrals: _____

Speaker's bureaus: _____

Other: _____

✓ Speaker type (best fit for meeting purpose)

Professional Speaker Keynote Speaker

Author

Book title: _____

Consultant Trainer

Sports Personality Celebrity

Humorist

Type Selected: _____

✓ Candidate(s) information

Contact information Yes No

Bio Yes No

References Yes No

Testimonials..... Yes No

Client list..... Yes No

Presentation videos/dvds..... Yes No

Samples of products (books, cds, etc.) Yes No

✓ Interview candidate(s)

(12 to 18 months before the event.)

Important interview questions:

Does the speaker create new presentations

based on meeting topics? Yes No

What are possible topics? _____

Has the speaker addressed similar groups? Yes No

Which one(s)? _____

Does the speaker have a Q & A session? Yes No

Is the speaker willing to be available to attendees

before and after the presentation? Yes No

Does the speaker belong to professional

associations? Yes No

Which one(s)? _____

Is the speaker certified (e.g., CSP or CPAE)? Yes No

Which one(s)? _____

Does the speaker intend to sell products/books

at the event? Yes No

Does the speaker use clean/appropriate humor? ... Yes No

What type of audiovisual equipment is needed? _____

Will speaker supply handouts, other props? Yes No

Will the speaker bring a guest? Yes No

Name: _____

Who will pay guest costs? _____

What costs are negotiable? _____

Other _____

✓ Reviews and checks

Check references Yes No

View live presentation..... Yes No

View online presentation Yes No

View dvd/tape Yes No

Comments: _____

CHECKLIST FOR SPEAKER SUCCESS

cont.

✓ Fees and costs

Speaker fee: _____
 Deposit: _____
 Air/Ground travel: _____
 Lodging: _____
 Meals: _____
 Cost sharing with another event: _____
 Reimbursements: _____
 Miscellaneous: _____

✓ Contract/agreement details

(Sign 9 to 12 months before event.)

Does the contract include:

Event details (date, time, location, etc.) Yes No
 Speaker fee Yes No
 Travel..... Yes No
 Lodging..... Yes No
 Meals Yes No
 Agreement for recording the event..... Yes No
 Cancellation policy Yes No
 Audiovisual needs Yes No
 Payment terms..... Yes No
 Reimbursements Yes No
 Restrictions..... Yes No
 Facilitator or assistant needs Yes No
 Additional comments, stipulations or special requests: _____

Date contract/agreement signed: ____ / ____ / ____

✓ Speaker's publicity materials

(Request three to six months before event.)

Speaker's bio Yes No
 Details: _____
 Speaker's photos Yes No
 Speaker's requested promotional items: _____

 Other approved publicity material: _____

✓ Information to send speaker prior to meeting

(Send as soon as possible after contract is signed.)

Date sent: ____ / ____ / ____
 Contact list..... Yes No
 Company or group information Yes No

Event logistics..... Yes No
 Company newsletter..... Yes No
 Conference/speaker expectations..... Yes No
 Dress requirements Yes No
 Other meeting speakers/topics list Yes No
 Social events list..... Yes No
 Paperwork, tickets, passes, or coupons needed
 for events..... Yes No

✓ Confirm accommodation/travel arrangements prior to speaker's arrival

(Four to six days before the event.)

Hotel room Yes No
 Flight schedule Yes No
 Meals Yes No
 Airport greeter/pickup..... Yes No

✓ Onsite checks/confirmations

(One to four days before speaker arrives (and for some checks) up to the hour of event.)

Onsite contact person (name, phone #): _____
 Other important meeting contacts list Yes No
 Confirm transportation arrangements..... Yes No
 Confirm social event or other schedules Yes No
 Confirm room set-up Yes No
 Welcome gifts Yes No
 Check equipment Yes No
 Rehearsal Yes No
 Rehearsal time(s) _____
 Badge and/or meeting kit Yes No
 Speaker introducer Yes No
 Name: _____
 Facilitator or assistant Yes No
 Name(s): _____
 Confirm shipped materials arrived..... Yes No
 Emergency plan (in case speaker cancels) Yes No

✓ Post-Event follow up

(Within two to four weeks of event.)

Speaker fee paid..... Yes No
 Evaluations sent to speaker Yes No
 Date sent: ____ / ____ / ____
 Evaluation analysis Yes No
 Thank you or appreciation letter sent Yes No
 Date sent: ____ / ____ / ____

The Speaker Checklist is a compilation of information obtained through research conducted by Midwest Meetings. It should be viewed as a general guideline. Other checklists are available to download at www.midwestmeetings.com.

