Choosing a speaker – checklist

General
What is the intended goal at/of the event? __________________________________________
What kind of event is it? __________________________________________________________
What is the composition of the event attendees? ______________________________________

Theme
What is the theme of the event? _____________________________________________________
What is the designated presentation topic? ____________________________________________
Is the speaker’s topic current / relevant? _____________________________________________
Is the speaker suited to the goal of the event? ________________________________________

Language
Presentation language (is an interpreter/translator required?) ____________________________

Experience
What expertise/experience does the speaker need? ______________________________________
Speaker’s name recognition/appeal? Which is more important – name recognition or content?
________________________________________________________________________________
Is the speaker acceptable to the attendees? (if in-house speaker, e.g. department head)
________________________________________________________________________________
Do the attendees identify with the speaker? (if in-house speaker, e.g. department head)
________________________________________________________________________________
Who can stand in if required, e.g. in case of illness (alternative speakers)? ________________

Costs
How high is the available fee? EUR __________
Are there any additional costs (travel costs, transfers etc.)? If so, which?
Hotel room EUR __________
Air/train travel EUR __________
Meals EUR __________
Transfer to the venue EUR __________

Clarifying and researching all these items is complex and time-consuming.
The Conference Toolbox partners are happy to advise and assist you.
Benefit from our partners’ expertise.