

7

STEPS FOR SPEAKER EXPERIENCE AND EVENT SUCCESS

At Worldwide Speakers Group (WWSG), we are dedicated to providing an unparalleled level of service in the global lecture industry and giving an intimate and consultative support service to organizations for booking speakers at their events. As a trusted partner to elite professional speakers, we deliver distinctive performance and innovative solutions in the global lecture and speaker industry by artfully connecting speakers to corporate, trade, education, and commercial customers worldwide. Take a look inside our process to learn how we can be your partner in planning and creating a successful event.

01

STEP

DEFINING KEY OBJECTIVES

- What is the conference theme?
- Establish Location and Budget
- Is this an annual event? If so, what has (and has not) worked in the past?
- What are your desired takeaways?
- Are you looking for a speaker to draw an audience or address specific content?
- Who were the previous speakers?
- Will there be entertainment?



02

STEP

DEVELOPING YOUR TARGET AUDIENCE

- What is the audience demographic?
- How many attendees are expected?
- Will spouses be present?
- Will you be using visuals for the audience?
- What does the audience want?



After our WWSG representative has helped you channel your event objectives, next we will re-search and propose the best possible speaker recommendations for your review. This process is thorough, attentive, and very detailed in order to ensure you are choosing the right speaker for your event.

03

STEP

MANAGING THE BOOKING PROCESS

- Complete, sign and present a Firm Offer to your desired speaker.
- Identify who will be the signatory of the contract and connect your speaker agency with your Accounting Department to set up payment
- Finalize and sign the contract and process your invoices



04

STEP

MARKETING INITIATIVE

- Provide high resolution photo for printing.
- Provide updated biography for content marketing.
- How can we maximize your speaker experience?
- How can we engage your social media platforms? Develop hashtags, tagging names and media user handles.



05

STEP

PLANNING THE SPEAKER EXPERIENCE

- Plan a conference call between you and the speaker to define objectives and establish common goals.
- WWSG books and confirms all travel and hotel logistics using our internal database and resources.
- Full itineraries provided to client and speaker that include event details and expectations, travel information, emergency contact numbers and POC.
- WWSG provides an audience survey to be completed about the speaker.



While WWSG works closely with each client on planning a successful and thorough experience prior to the event date, the efforts are not fully completed until the event has been executed. The importance of having a constant contact with our team provides tremendous value for each client. WWSG is part of your team throughout the entire process.

06

STEP

EXECUTING THE EVENT

- WWSG point of contacts will always be on call in case of delays, emergencies, or last-minute questions.
- How did it go? Did it go smoothly? Ask your audience for their thoughts by using a speaker survey.



07

STEP

THINKING FORWARD

- What can we do to make your event follow-up successful?
- When is your next company event?
- Are you ready to book your speaker and/or entertainment?



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There are a tremendous number of moving targets when planning your event and hiring a professional speaker, so preparedness is key. Taking the event one step at a time, asking the key questions and creating a plan of action will help you to achieve an event that is organized and energized with a keynote speaker that will align with your organization's goals and create a memorable affair.

Firstly, you must define your event's key objectives. What do you want your audience to take away from the event and how can the speaker impact the overall experience of the event? Next, you will want to identify your budget for the event and for the speaker. When hiring a speaker remember to take into consideration any additional expenses that may be incurred such as flights, hotel, ground transportation, and miscellaneous expenses.

Note: Most speakers require first class airline tickets mainly because they are very busy professionals and working with schedules that have many moving parts, so flexibility and comfort is a must.

Once your budget is determined, you can move forward with brainstorming speaker options with your professional speaker agency, as they are the experts who can identify speakers that align with your event's parameters, budget, demographics and target audience.

Once you have picked the speaker and you would like to extend an invitation, the booking process begins. You will be sent a firm offer to complete and sign, which then makes the offer binding.

It is important to note that once a firm offer is signed and presented to a speaker, you are contractually obligated to follow through with payment. So do not sign any firm offer until you are completely ready and able.

If the speaker declines, the bureau will either send another list of ideas or move on to speaker option number two, until a speaker has been confirmed. Once confirmed, formal agreements will be sent along with invoices to confirm the engagement details and the logistics (speaker fee, travel expenses, logistics, venue, date, speech topic, point of contact, etc.). After the agreement is signed and returned, you will be provided with the speaker's approved high-resolution photo and biography for your marketing initiatives. If your event has any specific social media initiatives, sharing that with your speaker agency will help increase exposure.

It is incredibly helpful and beneficial to schedule a pre-conference call with the speaker to define objectives and establish common goals. This call allows you to share with the speaker the key points and takeaways you would like them to include in the presentation. The speaker agency's event coordinator in addition to coordinating this call, will confirm all travel logistics and create a full itinerary prior to the event. This itinerary is imperative to ensuring seamless travel for the speaker to your event.

The most important component of working with a speaker agency, is to remain in constant contact with them throughout the event. Their main goal is providing assistance during all stages of the event, including the day of. Your partnership is most valuable when you treat your speaker agency as part of your team.

Your speaker agency partner is available 24/7 throughout the day of the event in case of any last-minute problems or changes. Following the event, feedback is incredibly valuable; including the audience's reaction, how the speaker was received and how the speaker agency impacted your overall event experience. Forging a long-term partnership built on trust and collaboration can be a beneficial asset for your future events.