

MAXIMIZE YOUR SPEAKER INVESTMENT

Effective takeaways that will increase speaker success at your next event

At WWSG, we have placed thousands of speakers around the world and worked closely with some of the industry's most respected meeting planners from top associations to Fortune 50 organizations. From that knowledge and experience, we have placed together our best practices into a list of 6 takeaways that can help to maximize your speaker investment. The following suggestions and the associated specific details can help optimize event success.

01

WAY

RECEPTION

VIP and honored guests often attend receptions associated with events. Request to have the speaker participate in these gatherings before or after their presentation and in so doing provide additional access.

- Speakers stimulate conversations and topical interest, engage with VIP and honored guests and bring a sense of excitement and gravity to the reception.
- If the speaking engagement is a panel discussion, seat panelists at different reception tables for more audience interaction and connection.
- Some speakers will be focused on preparation prior to a speaking engagement and may avoid eating beforehand, so a simple meet and greet reception after the talk may be more easy to facilitate.
- Provide research to your speaker on past audience demographics so that they can tailor one on one conversations with VIPs.



As a value add, create unique “meet and greet” supplement event opportunities between you and select VIP guests.

02

WAY

GREEN ROOMS

Seasoned event producers know these are invaluable spaces. These rooms serve as the speaker's check in point and provide them with their own space to prepare for their presentation.

- Speakers are an investment and you want them to be at their best. So create an environment for speakers to gather thoughts and to mentally prepare for their best prior to being on stage.
- Many venues may not have green rooms but can be simulated. Creating an isolated environment where the flow of visitors can be controlled is key.
- Make Wifi available in these spaces to allow speakers to utilize their devices to check email, and post to social media feeds.
- Serve an assortment of snacks. Some speakers may request specific items be provided in their greenroom.(water, soda, tea with honey, coffee).



A TV/monitor with a live “feed” helps speakers keep a pulse on what is happening. Many speakers often absorb what is being said on stage prior to their speech and then weave earlier sentiments into their speech.

03

WAY

BOOKS/BOOK SIGNINGS

Many popular speakers are also authors and often their books are a supplement to the keynotes and speeches they deliver.

- Give your Keynote Speaker a prominent space to present a book they may have written and are selling as a supplement to their speech.
- Make the author's book available at the event (either for purchase or pre-purchase beforehand for attendees)
- For book signings and personalization's; some authors may have time restraints so it's important to set and agree to time expectations up front.



One best practice for personalizing books is to order custom bookplates, allowing the host organization to attach its brand to a statement where the author signs.

04

WAY

PHOTO OPS

Allowing photos with a celebrity, speaker or public figure is a challenge, as it can be overwhelming and intimidating if not well managed. But nonetheless, this is a nice way to provide a memento after a successful speech.

- Discuss and plan photo ops early in the process. What may seem simple, may complicate your event when factoring in the number of people, the format, and the timing required.
- Personalized photos with the Speaker take time and cause delays, assigning personnel to monitor the line for any delays can better and faster move things along. Personnel can also help to temporarily hold guest items to create flow.
- Consider creating a custom pull up as a backdrop to the photo opp that contains the event's logo and branding to expand your SOV (share of the voice).



Hiring a professional digital photographer to take photos can help to move lines. A professional digital photographer can also capture shots of VIPs or candid shots of the speaker and the audience.

05

WAY

Q&A FOLLOW UP

A Q&A session attached to a presentation may be a terrific idea; but depends on your venue, the structure of the session, and the nature of your audience and speaker(s). However, when not well planned and executed in an effective manner, a Q&A session can undermine the overarching success of the program rather than enhance it.

- Avoid placing microphones throughout an audience. Your expectation for audience participation may not always be fulfilled.
- Having a person on stage to pick and choose questions is better than the speaker having to do this; audience plants should also be ready with questions, if there is a lull.
- Increasingly with digital technology, remote audience participation may be included. Dividing the Q&A session with both in attendance and online questions will help to create a synergy of both audiences.



“Roving mics” or “mic runners” are often a better solution for larger settings. Just make sure there are enough microphones to reach any audience member in seconds.

06

WAY

SOCIAL MEDIA

Drum up social media buzz before the event. Create well-crafted social media posts for the standard channels, and always tag your content with a custom hashtag. Encourage attendees and fans to use these as well to draw attention to the prominent speakers.

- Use your social channels to include links to the speaker’s books and website to increase mutual online exposure. Prepare blurbs to be included in social shares.
- Provide headshots of the Speaker in your event’s copy so that their image can be shared along with your branding.



Identify and promote your event speaker’s social media handles if they allow it. Piggyback off the notoriety of your speaker and connect their audience to yours.

Events are a large investment and not hastily thrown together. Each organization envisions a smooth and memorable function wherein the audience leaves with a sense of contentment or even gratitude in having participated in a well orchestrated and successful event. By leveraging these takeaways you can ward off any unwanted mishaps and provide the cohesiveness your audience will appreciate



Exclusive Speaker at WWSG

“The consistent professionalism and quality for the way Worldwide Speakers Group handles events shows they think of each detail and every contingency beforehand.”
- Newt Gingrich

ABOUT WWSG

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