

Choosing the Right Keynote Speaker

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7 Keys to Selecting the Best Match for Your Event

As a meeting planner, you are faced with an imposing challenge: choosing the right keynote speaker for your event. Finding a keynote speaker is easy. Finding the right one, not so easy.

Your task is to match the right speaker with your company, your attendees, and your theme. Below are seven 'e-z' keys to making the right selection.



1. Evaluate

You must determine what you want the attendees to do, think, or feel at the conclusion of the address.



2. Educate

How much does the speaker know about your industry, company, or challenges? How willing is he/she to research and do 'homework' to prepare for the presentation?



3. Ease

You have enough on your plate to worry about. How easy is it to work with the speaker? How responsive? How timely is the communication?



4. Expertise

Does his/her area of specialty match with topics you would like to have addressed?



5. Ego

Does he/she request that you "jump through hoops" to accommodate his/her demand?



6. Engagement

How engaging is the speaker? Can he/she grab the attention and hold the interest of the audience?



7. Empower

Will the speaker empower your attendees to reach new heights?