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SO, YOU WANT TO
BOOK A KEYNOTE
SPEAKER FOR YOUR
NEXT BUSINESS EVENT?
NOW WHAT?

Your conference or summit not only has goals to reach, but also has an important message to deliver to the attendees. How do you make sure you deliver the intended message in the best possible manner?

While throwing a successful business event may seem like a tedious task, there are some surefire ways to make sure your events become the talk of the town. Hiring a powerful keynote speaker is one of them.

How Keynote Speeches Can Create the WOW Factor for your Corporate Events?

Keynotes can be thought of as invited or guest talks. These sessions are often included to build up excitement, create that pre-event buzz and encourage potential participants to get booking. Depending on whether they are planned at the beginning of the main event or towards the end, keynotes may be broadly classified into two categories: Opening Keynotes and Closing Keynotes.

Opening keynotes set the tone and mood for an event. These can mean the difference between success and failure of your event, whereas closing keynotes make sure your audience are engaged in your event till the end.

Finding the Best Keynote Speaker for your Event – The Marketing Advantage

Have a look at some of the advantages of choosing the right keynote speaker for your next business event.

First things First... Selecting the right keynote speaker is not about just about approaching a known industry expert, celebrity or influencer. There are a few things that need to be looked into when selecting a keynote speaker for your event.

Skills and Experience – The skills and experience of a speaker in professional speaking is one of the most important things to consider when selecting a keynote speaker. It is the skills and expertise of a speaker that allows him to capture the attention of your audience

Expertise – The expertise of a speaker is another aspect that plays an important role in determining whether he/she would be able to offer something different, exciting, something that will leave your audience in awe.

When you're able to pull off the drill of finding the perfect keynote speaker for your event, the advantages are infinite.

A good keynote has the power to add immense value to your event, making participants feel as if the time and money they've put in was worth it

Keynotes are a powerful way to create buzz around your event. Just the announcement of your keynote speaker is enough to excite people for your event.

A good keynote helps take pressure off your main event. Just imagine if people are wowed at the beginning, they are more likely to ignore other hiccups like technical glitches.

A great keynote helps make your event the talk of the town. It sparks conversation, attracts attention and years down the road act as a source of inspiration and invaluable information. This is how much your event's keynote matters. The real challenge is to find someone who truly has what it takes to set the tone for your event's success.

So how do you go about finding the perfect keynote speaker? We'll talk more on this topic in the next section of this paper.

Finding the Best Keynote Speaker for your Event – The Marketing Advantage

Before you begin your drill of searching the best speaker for your event, you need to first define your objective – what is that you're looking for. You may not get a speaker that matches your complete requirements, however, when you're clear on the most important traits of your ideal speaker, such as his/her speaking style, reputation, level of expertise, industry specialty, you're more likely to get a keynote speaker that is as close as possible to what you want.

If you get too obsessed with getting a celebrity for your event or a top speaker, you could easily fall into the trap of selecting someone popular and well-recognized and then ending up getting your event revolved around your speaker rather than the other way around.

This process is just as important as it is to it is to have a good know how of other aspects of marketing like the complete customer personas and your brand promise. Take the time to list down what qualities you're looking for in a keynote speaker so that you may select a speaker that best matches the theme of your event.

Here is a checklist of items that you need to consider when selecting the right keynote speaker for your event.

Item#1 Primary Message of your Event

The one thing that you need to be absolutely sure of is the objective of your event. Having clarity of mind on the purpose of your event will help you a great deal in selecting the right keynote speaker. For example, if the purpose of your event is to spark conversation or engagement, then your keynote speaker should be someone with dynamic energy; someone who can excite and energize your audience.

Item #2 Personality Alignment

The personality profile of your keynote speaker matters a lot. Are you looking for someone with immense energy, or someone with dynamic personality – to attract the attention of people? The personality of the speaker should be in sync with your audience. Spend some time and think about your audience profile; what energy will your audience resonate with the most?

Item # 3 Goal of Keynote Speech

Are you looking for someone to start the event off entertaining participants or someone to connect with audience or someone to set the tone with an inspirational story or a motivational speech? It is important that you are absolutely clear on the goal of your keynote, i.e. what you want to get out of this activity.

Item# 4 Presentation Style

Before you begin your search for the perfect keynote speaker, you need to figure out what presentation style you're looking for. One of the most common mistakes marketers make is selecting a speaker and then determining

their schedule and presentation layout. If you plan to have a 20-minute keynote speech, you don't want a 60-plus minute presentation style. How much time should your key speaker take up? Are you expecting them to use props or visual aids? This needs to be sorted out well in advance, even before you start your drill of selecting and interviewing speakers.

Item#5 Budget

How much budget have you set aside for your keynote speaker will have a direct impact on your potential pool of attendees. Think of it as an investment. When calculating the ROI of your speaker, think about who would create more hype for your event – and who will leave your attendees feeling like the event was worth their investment and make them want to come back next year.

If you're on a budget, don't feel like you can't arrange for a powerful keynote speech. To grow their personal brand as a thought leader, you may find that some people are willing to speak at your event for a negotiated fee, especially if they feel the audience is perfectly suited for their personal brand.

Motivational Speaker, Popular Celebrity or a Powerful Influencer? Who to Choose?

Another important question that needs to be answered is the type of speaker you're looking for. Depending upon how they orient themselves, there is an enormous difference in the influence, experience and enticement that your keynote speaker will accomplish.

Celebrities as Keynote Speakers

Selecting a popular celebrity to speak at your event is a big-budget option. For instance, Barack Obama at 2016 Nordic Business Forum was an incredible marketing tactic. By choosing Obama as keynote, Nordic positioned itself as a forum where top leaders share their insight and knowledge. This offered Nordic an edge, offering participants a sense that they were part of something extraordinary, just by being there.

Opinion Leaders or Industry Thought Leaders as Keynote Speakers

If you're arranging a B2B event, thought leaders would be best. You'll need to look for individuals who have a lot of influence within their industry – the opinion leaders – and those who have some experience of speaking at events. These are experts in their fields and are able to inspire and engage attendees with their insightful talks.

Journalists/Professors/Writers as Keynote Speakers

Although these people do not directly belong to your industry, their academic background is what people will be willing to pay to experience.

Also, these people are often professional speakers or have previous experience of public speaking. Nevertheless, sometimes these people are a costly option as they can pick and select how much they'd charge.

Professional Speakers as Keynote Speakers

This category includes motivational speakers and others who are professional speakers. They can be excellent for drawing attention to your events, however, like authors or journalists, they can be expensive because their demand in the market is high. They may or may not have the industry expertise you're looking for.

Doing Keynote Research – Is that Important?

Absolutely! Doing your keynote research is perhaps the most important part of this entire drill. Once you're clear on what you're looking for, it is time to begin the drill of finding your keynote speaker, zero in on your top picks, interview them and book them for your event.

Starting Early is the Key to your Event Success

In-demand, popular speakers often are booked months ahead of time. You may want to figure out as early as possible who you would like to select as your keynote speaker.

It would be a better idea to figure out early on, the date, time, as well as logistics. It is not uncommon for event planners to have their keynotes booked, logistics sorted, and the event agenda planned out six months to a year in advance.

Watch them Speak

Perhaps the best way to get a clear idea on how your top picks engage people and whether it is something that matches the goals and persona of your event is to attend live sessions of speakers on your list. It is of utmost importance to attend industry events in general, even when you're looking at profiles of potential speakers. This activity will help you better understand the impact a good speaker can have on your events.

Fortunately, in this day and age, scouting potential speakers is not a big deal. You can look for speakers on YouTube or other platforms. You can also ask for a professional reel from speakers. Most professional speakers have it.

Make sure they have experience of speaking at similar events like yours

This is very important; especially, if you're planning to hire a keynote speaker outside of your industry. Thought leaders will usually meet your expectations because they have in-depth industry knowledge and experience. Nevertheless, if you're looking for a celebrity or motivational speaker, you need to do a little more research to make sure they are in alignment with your conference.

If you like someone who doesn't match the character and persona of your event, because they are offering a good deal, and you plan to go ahead with your choice, you may cause more harm to your brand than good.

Discuss whether they're willing to participate in pre and post event promotions

Keynote sessions are the highlight of your event. You will be able to create a lot of hype around your event if you engage your speakers in your promotional activities. Someone who only shows up on your event day half an hour before their session is not going to make as good an impression as a speaker who is fully engaged with the audience.

The more time your keynote speaker spends with the audience the better. To create pre and post event hype, you can use several things like pre-event social media posts, interviews, a special networking dinner, after video – the list goes on.

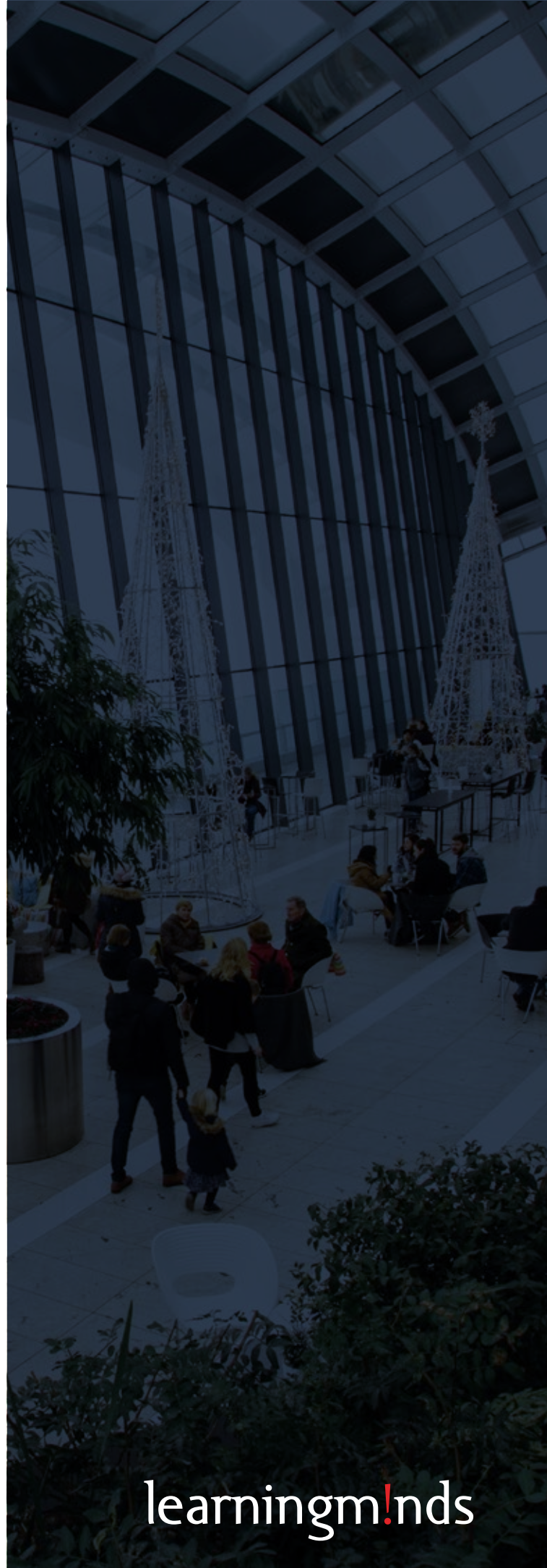
References are Important. Don't forget to Check them out!

You need to get in touch with event organizers of conferences or forums your top picks have spoken at. Were they easy to work with? Did they research well on their topic and were able to deliver? Did they cooperate with the organizers in terms of content and presentation? How did the participants respond?

While your speaker may provide you with a list of references to call, a better idea would be to talk to unlisted references as well. Think about the amount of money you'd be investing into your keynote so spending a little more time researching potential speakers can give you peace of mind that you've made a well-informed choice.

The Immense Power of a Good Keynote

Watching a keynote presentation is a different experience altogether. Don't miss out on your opportunity to make a lasting impression on your audience with an incredible speaker at your next event.



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