

# So You Want to Hire a Speaker?

- How much do speakers really cost?
- Where to find speakers who will speak for free!
- Checklist: 25 ways speakers can help promote your event.





## How Much Do Speakers Really Cost?

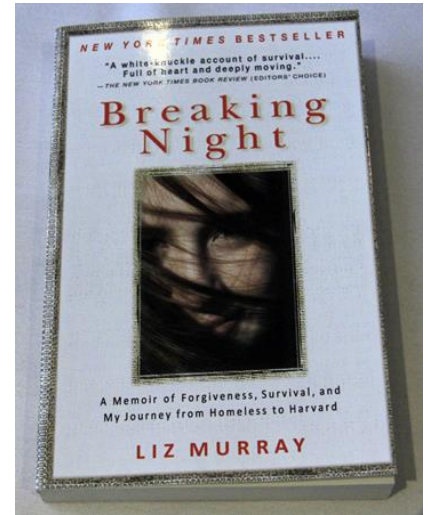
Speakers are a focal point at any event, so having a professional one that captivates the crowd is critical to the overall success.

So how do you find a great speaker? Personal referrals are always good or speakers you've heard yourself. If you need help, Speaker Bureaus can connect you with the right person, negotiate on your behalf, handle the details and even find a replacement if a booked speaker has to cancel on a short notice, all at no charge to you. (The speaker pays the bureau's commission.) Check out The Goodman Speaker's Bureau in Windsor for more information.



Professional speakers get hundreds of offers to speak for free. If you implore a speaker to donate their time and services for your worthy cause, don't be surprised if your request winds up in a pile of similar requests, the majority of which will be denied. Be prepared to have a budget for a speaker that provides a good audience experience. To negotiate the best deal, keep in mind:

- It takes hours to prepare a new presentation for your audience so factor that time into how much the speaker is investing in your event.
- Speakers have preferences (locations, days of the week, etc.) that affect their fees.
- Having multiple engagements back-to-back in the same geographic area is appealing to them.
- Offering multiple slots (keynote and breakout, for example) can help your bargaining position.
- If your event is a great “showcase” for the speaker, they may charge less. Show evidence that the event can provide spin-off business for them.
- Allowing the speaker to sell their products at your event can affect fees.



**New York Time's best selling authors are a good starting place to look for a trendy speaker.**

Here's a sample of what top speakers are commanding:

- LeBron James: \$500,000 – \$1,000,000
- Ben Bernanke: \$200,000 – \$400,000
- Sarah Palin: \$115,000
- George W. Bush: \$100,000 – \$150,000
- Sir Richard Branson: \$100,000
- Chelsea Clinton: \$75,000
- Mark Cuban: \$50,000 – \$100,000
- Chef Robert Irvine: \$50,000 - \$100,000



## Connecticut Sports Figure's Speaking Fees:

- Ray Allen: \$30,000 – \$40,000
- Geno Auriemma: \$30,000 – \$40,000
- Jim Calhoun: \$20,000 – \$30,000
- Rebecca Lobo: \$10,000 – \$20,000
- Jonathan Coachman: \$5,000 - \$10,000

## Categories of Speakers

### Industry Speakers

- Typically receive free conference registration, travel, lodging and expenses.

### Industry Speakers Known as Experts and Average Presenters

- \$250 - \$1,000 per day. This is appropriate for people with solid content and average presentation skills.

### Industry Speakers Known as Experts and Great Presenters

- These industry people are known as specialists and experts who have strong messages, a well-known name in the community, excellent and fresh content, and fantastic presentation skills. They typically receive from \$1,000 – \$4,000 per day.

### Rising Professional Speakers

- These people make a living as facilitators, presenters and trainers. They have enough demand that they can charge a higher fee. They usually represent the best new and veteran professional speakers in their field. They often receive from \$4,000 - \$10,000 a day.

### Specialty Professional Speakers on the Verge of Marquee Status

- These professional speakers have a specialty niche area or some type of new fame. They may have published several books. These speakers often receive from \$10,000 – \$25,000 a day. (New York Times bestselling authors can command \$40K and up per speech.)

### Marquee Names

- The superstars. They are household names with some type of fame but are not necessarily known for their speaking ability. These speakers include athletes, ex-Presidents, Bill Gates, Barbara Walters, etc. who receive from \$25,000 to \$300,000 or more.



Daniel Etsy



Shel Horowitz



Team Hoyt

## Connecticut Area Speakers

[Daniel Etsy](#): \$10,001 – \$20,000

Hillhouse Professor of Environmental Law and Policy, School of Forestry & Environmental Studies, Law School; Director, Yale World Fellows Program.

[Jayne Pearl](#): \$5,001 – \$10,000

Jayne Pearl is a journalist and entertaining speaker focusing on family business and financial parenting.

[Shel Horowitz](#): \$5,001 – \$10,000

Author of “Profit by Going Green! Easy Strategies to Support Your Planet and Your Wallet”

[Team Hoyt](#): \$20,001 – \$30,000

Inspirational father and son marathon team.

## Where to Find Speakers Who Will Speak for Free

For those of you in a budget crunch there are some sources of free talent. For example, the State of Connecticut offers free speakers for [insurance-related topics](#) and also presenters from the [Department of Consumer Protection](#), [CT Department of Labor](#) and the State of Connecticut [Judicial Branch](#).

[The Hartford Courant Speaker's Bureau](#) has speakers available for groups of 20 or more. There are also a couple of websites, [Free Speaker Bureau](#) and [Speaker Services](#) that list free speakers on a variety of subjects.

## Checklist: 25 Ways Speakers Can Help Promote Your Events

There are many zero-budget ways speakers can add value to your next event and make you (and your event) look like a rock star! Take a look at this list—then ask your speakers how they would like to help you promote your event.

### **Before the event, ask your speakers to:**

- Add the event details and a link to your event's agenda on their website.
- Update their e-mail signature to include a link to your event registration page.
- Promote your event on their social media channels, including Twitter, Facebook, LinkedIn, Instagram, and Triplt.
- Request that they include your event hashtag in tweets before the event.
- In addition to posting the event on their LinkedIn account, ask them to invite key connections to the event.
- Include the name of your event in voicemail messages.
- Include information about your event in their blog posts, including a profile of the event with links to registration.
- Post regular status updates on Facebook, including a link for more information.
- Mention your event in radio interviews.
- Share details about your event at book signings.
- Include event information in e-zines and newsletters.
- Add information to [www.tripit.com](http://www.tripit.com) to advise other clients of the event as the reason for their travel.
- Personally invite other clients to attend your event so they also can watch your speaker present.
- Create a personalized e-mail blast for clients who would benefit from networking opportunities at your event.
- Create a short video of the benefits of attending the event and post it to YouTube, your website, and other social media profiles.
- Request that their publicists or social media teams create press releases and social media posts to share with contacts.
- Provide a press kit to share with any media connections covering your event.

### **During the event, ask them to:**

- Leverage tools including [www.hootsuite.com](http://www.hootsuite.com) to pre-schedule tweets and posts your attendees can share.
- Post photos they take with your guests at the event along with your event hashtag in their social media profiles.
- Be available to speak with and record videos for press during the event.
- Collect video testimonials from attendees, which they then can post to YouTube and provide to other planners for future events.

### **After the event, ask them to:**

- Share testimonials from you with other clients to promote the event for future years.
- Blog about the success of your event and publish the post to their site and social media platforms.
- Create a video that summarizes the event along with a few points from their keynote that you can share in followup marketing activities.
- Share articles/blogs mentioning your event with you so you can publish them on your websites and include them in your follow-up marketing efforts.

The list of possible promotional activities is endless; use your imagination! And next time you book your speaker, include this question: "How can you help us promote this event?" Brainstorming ways they can help you market your show will increase the value of the partnership by providing low-cost solutions to help you attract more attendees and help them extend their own branding.



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