

## Why Hire *A Professional Speaker*?

**A professional speaker, with great platform skills, specific expertise and experience, someone to *edu-tain* the audience and leave them wanting more... that's what you need.**

These days, finding just such a person is easier than ever, as the whole industry of professional knowledge merchants grows and produces an increasingly talented range of 'gurus' who know exactly how to engage and stimulate audiences with examples, case studies and savvy techniques for getting more out of each hour, sales opportunity and marketing strategy.

While it is a great idea to have a mix of celebrities to share stories and thrills, most of the attendees are seeking knowledge, inspiration or motivation, so balancing your line up is important. There are recognized names and some you've never heard of – and it can sometimes be pot luck to get the best communication from either of these options.

Having a checklist of what you need in a speaker is an important place to start. Topic, experience and expertise are the first things to tick off on that list, followed by consideration of whether or not they have written any books, international speaking experience and can provide good testimonials for past performance.

There are certain codes that *professional* speakers deliver on, which includes preparation, on time start and finish, ongoing support and options for audiences, and of course excellent presentation skills. For many, this is their business; turning up and sharing knowledge with a room full of strangers is what they do, and it's worth their while to do it very well. That's why they call themselves 'professional speakers' instead of public speakers. Many are also coaches, trainers, consultants and authors, but the good ones have worked at developing their craft to a high level of professionalism and this *is their daily business*.

Finally, having a speaker who will be stimulating after lunch, educational in the morning, and thought provoking in the afternoon slot is a good idea. It's also wise to have a professional MC run your event from the platform to ensure a smooth transition of events, and that the attendees are all energized, motivated and happy.

People always remember the food, and the team events, but what they talk about most when returning home from a convention, is the speakers.