

# TOP 10 TIPS

*TO FINDING YOUR NEXT EVENT SPEAKER*



**LORIVANN**  
SPEAKING

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# WHAT TO LOOK FOR IN YOUR NEXT SPEAKER: A TIP SHEET FOR EVENT PLANNERS

**#1:** A great speaker arrives early, meets attendees to start building rapport, and provides you one less thing to worry about knowing that they are there, ready to go.

**#2:** A speaker should ask questions about audience demographics in order to customize a talk to your specific attendees. Avoid the many speakers out there who do not give personalized, perhaps out of touch, canned presentations.

**#3:** Ask a speaker what size audiences they have spoken to and which is their preferred size.

**#4:** Ask how the speaker finds ways to connect with the audience if they are speaking from a stage.

**#5:** An experienced speaker can pivot their presentation style if they notice that the audience is not connecting with the message.

**#6:** Professional speakers who know their material can shorten or extend the length of the presentation to meet the changing needs of an event.





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**#7:** The speaker that you want to hire is adaptable and works with you to find solutions to unanticipated situations that occur at an event.

**#8:** A speaker that you want to work with does not try to “nickel and dime” you with numerous requests and fees.

**#9:** Your speaker knows their worth but isn’t entitled; they understand the importance of making you, the planner, look great!

**#10:** The speaker that you want for your event will do all of these things and more without drama, complaining, or causing you a headache.

**Bonus Tip:** Contact Lori Vann, your event’s next speaker who has over 20 years of professional speaking experience.

