

The Proper Care and Feeding of Your Professional Speaker



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Professional speakers, like other professionals, have a fee schedule for keynotes, breakout presentations, training and consulting. Like other professionals, professional speakers appreciate being paid their full fee for the value they provide. The meetings industry takes fee integrity seriously and expects speakers to quote the same fee to all requestors. Ultimately, it is up to the speaker to set their fees and negotiate accordingly. For the right cause, event, or in kind remuneration a speaker may accept less than their published fee.



A true professional gives you his or her best, regardless of the fee they charge. Please bear in mind that professionals still spend the same amount of time preparing, traveling, setting up and speaking, whether they are receiving their full fee or not.

For a variety of reasons a professional speaker may deviate from his or her fee schedule. It is usually at the request of the client. When asking a professional speaker to accept less than his or her stated fee, realize that they *may* accept other forms of compensation as part of their remuneration.

To work effectively with speakers consider the types of issues that matter to them, as they try to build relationships, their practice and a solid professional reputation.

- Receiving their **full speaker fee or special honorarium** in a timely manner
- **Related expenses:** may include travel (mileage, parking, shuttles), meals, lodging and incidentals if overnight stays are required.
- **Reproduction costs** of speaker's handout materials
- A specific **Letter of Appreciation** on letterhead from a ranking officer of the organization
- **Recommendations and Referrals** to specific clients who can pay full fee
- **A Professional Audio or Videotape** of the Speaker's presentation

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THINGS SPEAKERS VALUE, *CONTINUED*

- **Publicity** in the form of promotion **leading into the event**: via printed advertisements, fliers, radio, TV and print coverage, newsletter articles, calendar listings, websites, links to speaker's website, etc. Speakers appreciate their name, credentials, biography and photo being included where appropriate.
- **Publicity during the event**, often achieved in the form of photo and/or text coverage in a printed program, signage at an event. Some speakers are accorded a table for book signings, product sales or the ability to speak individually with attendees before/after the presentation.
- **Post-event publicity** in the form of follow-up or summary articles in newsletters, magazines or other organization communications.
- **Pre-sales of the speaker's product** if it's appropriate to the audience. Many organizations whose budgets can't afford a speaker's full fee nevertheless have money for purchasing the speaker's product(s) for attendees. Speakers will often give a discount for bulk pre-sales of books, audio or video tapes, workbooks or other learning tools.
- **Back-of-room sales of a speaker's product**. Think of it as a form of customer service to your audience members who, if inclined, can purchase supporting or related product on site for immediate use, without delay or incurring shipping and handling charges.
- **Access to mailing lists** of attendees or members for follow-up communication and tasteful marketing as delineated by both parties in advance.

What YOU can Expect From Your Professional Speaker

Professional Speakers' first and foremost concern should be meeting the presentation's objectives, as defined by you and the speaker in advance of their presentation.

A professional speaker:

- Is audience-centered
- Is of service to your event and organization
- Does not shamelessly sell or self-promote from the platform
- Should adhere to the code of ethics put forth by the National Speakers Association:

<http://www.nsaspeaker.org/ABOUTNSA/Education.aspx>

By understanding the needs of Professional Speakers it is hoped you will be better able to partner effectively with them as your organization grows. Good luck!