



21 Questions to Ask Before Hiring A Speaker

- Is the Speaker a Certified Speaking Professional?
- Does the speaker customize real content (or just title pages)?
- Is the program format designed for varied learning styles?
- Does the program include built in follow up and reinforcement?
- Can the speaker fill multiple slots to save on speaking fees/travel?
- Does the take home value tie in to your audience's core issues?
- Is there an online resource center available to your people 24/7?
- Is the speaker entertaining as well as informative?
- Does the speaker do thorough pre-program research?
- Does the speaker provide handout masters at no extra charge?
- Does the speaker involve the audience? How?
- Does the speaker use only clean language and humor?
- Is the speaker accessible to attendees before and after the event?
- Does the speaker "hard sell" products from the platform?
- Is the speaker's office responsive to requests for information?
- Does the speaker work to ensure the success of your event?
- Will there be NO additional charges for customization?
- Are the materials based on graduate level business curriculum?
- Does the speaker qualify clients (or do they work with anyone)?
- Am I confident my attendees will be happy with this speaker?
- What is the speaker's fee? How does it compare to the market?