

## FOUR QUESTIONS TO ASK...

# To select the best speakers for your next business conference!

**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.



Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines!

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly e-Newsletter, send an email to [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

His website, [donaldcooper.com](http://donaldcooper.com) also offers free articles and business tools.

---

As a Meeting Planner you’re looking for four things in a great business speaker...and you need all four. Don’t compromise!

1. **CONTENT** that will create a competitive advantage, improve profitability and change lives! Whatever your specific theme is, that’s what business people really want to hear.
2. **DELIVERY** of that content that is clear, compelling, entertaining, energizing and uplifting!
3. Real, **TAKE-AWAY VALUE!**
4. Speakers who are **EASY AND PROFESSIONAL** to work with, from start to finish.

There are hundreds of excellent speakers in the world. Some of them have degrees and titles, some have medals, some are famous, and some are not. The good news is that you only have to find a few of these great speakers to make your next conference a huge success...while avoiding those speakers who won’t deliver the value you need.

To quote Stephen Covey, “Begin with the end in mind.” Document specific learning objectives for your Conference based on the most important challenges and opportunities facing the attendees.

Ask, “What do our attendees need to think, feel and do differently to be successful in the next few years? Then, create a Theme that will focus people and Sessions that will achieve your specific objectives.

Now, as you go searching for great speakers, here are four important questions to ask that will help you make effective choices.

### QUESTION # 1:

Will this speaker’s **content** help us address our most pressing business challenges and our most important opportunities?

- Will the message be congruent with our theme, focus and philosophy? Will it relate to our industry?
- Does this speaker have a “track record” in our industry or with the focus of our meeting?
- How much research and tailoring will be done?

### QUESTION # 2:

Will this speaker’s **delivery** style “connect” with our audience; energizing, entertaining and uplifting them? Great content without great delivery is of no real value because, “Sleeping people learn nothing!”

- Is this person a Keynote Speaker or Seminar Leader?
- What sizes of audiences has this speaker presented to successfully?
- Considering this speaker’s content and delivery style, and the content and style of the other speakers we’re considering, where on the program would this speaker be most effective?

**Note:** The proper positioning of speakers as important as your choice of the speakers. There needs to be a carefully orchestrated flow of energy and ideas.

### QUESTION # 3:

What’s the real **take-away value** from this speaker?

- Does the speaker offer actionable handouts, support materials on the Internet, an ongoing e-Newsletter for attendees, and other implementation tools?
- Can this speaker deliver an additional session on our program to deliver additional value on a cost-friendly basis?

### QUESTION # 4:

Will this speaker be **easy and professional** to work with?

- Will he/she be organized and communicative regarding documentation, preparation, AV and staging requirements, and travel arrangements?
- Will this speaker add additional value to our meeting by being available before and/or after their presentation?