SPEAKERS

A speaker may be selected for many reasons:

- well-known professional speechmaker
- expertise on a topic
- to be a drawcard for the conference
- relevant to the conference objectives
- known within the field
- a recommendation from colleagues
- publication of a research paper
- to set the tone of the conference (humour, serious or academic)
- availability
- cost
- to contribute to the demographic mix (of audience and other speakers)
- appropriate for lecture, seminar or workshop sessions.

What has the speaker got to offer?

What will the speaker receive in return (acknowledgment, exposure, enjoyment)?

What should be covered in the letter to the speaker?

- the program's goals and objectives
- the expected outcome of the presentation
- the time available
- a query about any special requirements, such as access needs
- costs including reimbursement, including air fares; may be invited to lunch or dinner
- AV requirements
- cancellation policy (penalties and payment policies). Also, is the speaker/agency responsible for a replacement?
- cancellation due to low delegate numbers
- restrictions, for example, the speaker giving the same presentation within the same geographical area within a time limit.