SPEAKERS

A speaker may be selected for many reasons:

- well-known professional speechmaker
- selected for their expertise on a topic
- to be a draw-card for your conference
- be relevant to conference objective
- known within the field
- a recommendation from colleagues
- a publication of a research paper
- set the tone of the conference (humour, serious or academic)
- their availability
- what will be the cost to the conference?
- demographic mix or 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 in the letter to the speaker?

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