

TIPS FOR BOOKING A SPEAKER



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CSP



IMPORTANT CONSIDERATIONS WHEN BOOKING A SPEAKER

SO... YOU NEED TO BOOK A KEYNOTE SPEAKER FOR YOUR UPCOMING EVENT?

Who do you book? Will he/she meet our company expectations? There are so many speakers available today, where do you begin? They all sound great! Plus, can you believe everything you read on a webpage?

The choice is so difficult... and at the end of the day, if the speaker bombs out, YOU are to blame for making that decision. What can you do to prevent this from happening?

First of all you need to distinguish between the established professionals and the "fly by night's", by considering the following points...

BE WEARY OF SPEAKERS THAT BILL THEMSELVES AS THE 'BEST OR GREATEST IN THE INDUSTRY!'

In my mother's eyes I will always be the best and greatest, but in someone else's eyes I may be a total idiot! Never base your decision to book a speaker on subjective information that anyone could have written.

Which car is the best in the world? Difficult to answer! However, if someone were to ask you, which cars would you consider to be amongst the best in the world? This is easier to answer as you could think of 3 to 4 straight away. Yes, you may feel that one car is better than another. But remember, it is your own subjective thought, Someone else may disagree with you totally. Hence when looking for a speaker, don't just go on one review. Anyone can design their own website today and write whatever they wish in it. Is the information backed up with a track record and achievements? Have other people seen the speaker live and recommended him/her personally? Have you see the speaker live?

HOW LONG HAS THE SPEAKER BEEN WORKING PROFESSIONALLY?

This definitely does not mean that an established speaker who has been working the circuit for 10 years, is better than a newcomer in the industry, but it gives you an indication of the track record of that person. Also, a ten year track record with two talks a month is nowhere as impressive as someone who has 4 to 5 appearances per week and only been speaking for 3 years. Follow the advice of the National Speakers Association in the USA and the Global Speakers Federation... does the Speaker have his/her CSP? This stands for 'Certified Speaking Professional' qualification - the highest accolade given to Professional Speakers and proof of their constant standard over many years. In 2012, only 708 professional speakers globally (including myself) have been awarded the CSP. This is by no means a must, but it will give you peace of mind that you are dealing with an experienced professional.

Another question you need to ask, is whether the speaker's work consists of only new clients, or does repeat business make up most of the schedule?

In the corporate world, keeping and maintaining a client and building a long-term business relationships is what distinguishes the winners from the losers. Great marketing material and gift of the gab can land you many contracts. But you will only be used once and never again if your service is not as advertised. Inspirational and topic specific speakers can and do change people's lives. There is a lot of responsibility attached to booking one. Hence the last thing you need is that bad information is passed onto your staff. You need to look for a speaker that has at least 70% of his/her work from referrals and re-bookings, including long term relationships with corporate clients as well as speaker bureaus. Repeat business indicates quality service.

IS HE/SHE A GIFTED SPEAKER TALKING ABOUT ISSUES THEY HAVE RESEARCHED, HEARD OR READ ABOUT, OR IS THE TALK BASED ON PERSONAL TRUE LIFE EXPERIENCES?

Many people have the gift of the gab and can smooth talk any audience! However, are they authentic? Last year I attended a speakers convention in Europe where three people spoke on 'authenticity' and none one of them was! In fact delegates starting walking out of the room. Audience's today are not ignorant. In fact, if anything they are more aware than ever before and will pick up a lack of sincerity immediately.

If your requirements are an evangelist style speaker that comes across like an overactive popcorn machine, makes the delegates stand on their chairs, clap hands and basically creates mass hysteria... great! However, this type of inspiration may only last for a few days and in my opinion lacks any sustainability.

Individuals that have overcome fears, achieved success with all the odds against them, carried on where others have given up hope, lived a life of adventure, etc. are people with a passion for life and living. Hence when they talk to you about issues and principals that have worked for them, they talk about tried and tested life skills and principals they believe in. When this is shared with an audience in an authentic manner – a shift in perception starts taking place.

My experience has taught me that someone who speaks from experience connects on a completely different level with an audience to someone who has researched facts and is merely repeating someone else's story. When you have gone through something yourself, you tend to speak about it in a different tone and on a different level of consciousness. The audience picks this up. Personally, I am looking for realism and authenticity in a speaker. Has your 'sales' speaker actually worked in sales before? Have they made their million from selling ice to Eskimos? That's called 'credibility'. Does your speaker have this?

Furthermore, it's all good and well for a speaker to receive rave reviews after a keynote and be hailed as riveting, exceptional and the best ever. What happens a few weeks later? Do the delegates still remember the core of the message? Have they implemented the life skills learnt within their own lives? Dare I say that in most cases this does not happen! Therefore, don't you think that it is more impressive when the delegates remember the content and message of a keynote years later? Isn't that what the crux of matter is all about? Speakers who speak from the heart and from experience, tend to be the ones that get this right.

REVIEWS AND REFERENCES. ARE THEY CURRENT WITH DATES AND CONTACT NAMES SO THAT THEY CAN BE VERIFIED?

There is a saying in this industry, "You are only as good as your last presentation." Was this a year ago, or was it this week? I repeat, anyone can write anything on a webpage, and people are gullible. References must include contact names and very important, the date as well. You could be booking a speaker on ten year old references and photos! Admittedly, people don't often send references, they simply book you back. However, a minimum of 2 to 3 references per month, backdated for at least five years, indicate to you that the speaker is working regularly and that his/her standard is maintaining a certain level.

Don't ever let a speaker tell you that clients haven't had the time to send endorsements. Today it's about networking, being seen, building trust and delivering exceptional service. Part of that package includes 'regular updated' client endorsements.

ON THE SUBJECT OF REVIEWS, DO THEY REFLECT THE OVERALL PERSONALITY AND CONTENT OF THE SPEAKERS MESSAGE, OR ARE THEY MERELY STATEMENTS SUCH AS; "GREAT, DIFFERENT, ENJOYABLE, ETC"

How often have you read newspaper reviews or listened to radio/TV advertising about a certain entertainer. It always follows the line of "One of the greatest acts in the country", or "A leading authority in the industry". What does this mean? Nothing! Anybody can be 'one' of the top, or a 'leading' authority. These are general terms used to spice up a speaker's portfolio. In the media it is used to sell! Think about it. "He is great", sounds okay, but, "He is one of the best in the country", sounds a lot better! Naturally many reviews will include these terms. However, you want to see a mix of comments that show you an inner deeper side to the speaker. What they are like as a person? Have they gone the extra mile? Do their clients comment on that 'extra special something'?

ADAPTABILITY?

How adaptable and versatile is the speaker. Can the talk be adapted to your company's needs and requirements? Does the speaker insist on running his/her presentation off their laptop? Years ago a speaker agent in the USA brought out a book for speakers, and in it she shared one of the most important speaker truth's ever. She said that a speaker must have done a keynote at least 100 times before charging a fee for that talk. Why? Well, after a 100 times the speaker knows the talk inside out. They don't need to read it off a PowerPoint presentation. They don't need notes!

Will the speaker be able to cope and still present a powerful presentation if there is a power failure? Can that speaker do the same talk outside in the parking lot and still hold the attention of everyone present? Look for those that can! Furthermore, is the speaker flexible enough to offer you other services such as maybe chairing the day session for you, or being MC at you Gala awards dinner that evening?

COST?

After you have received your fist quote, is the speaker still very negotiable and unsure of his/her price, or do they immediately & professionally quote you a rate that indicates they run a professional business. Remember, expensive isn't necessarily the best. However, a cheaper speaker that is open to negotiation is a desperate speaker. Ask yourself why they are prepared to negotiate? A speaker who delivers exceptional quality constantly does not have to negotiate and will have a higher price tag. I assume you are booking a speaker to train/educate/inspire your staff. They are the backbone of your company! Why would you offer them a second rate speaker? Surely they deserve the best?

WHY ARE YOU CONSIDERING BOOKING A SPEAKER?

If it is to fill a gap in your program and you are doing this as an after thought, with a restricted budget, rather ask one of your senior executives to talk on a topic of his/her choice!

If you are booking a professional speaker to make an impact on your company/change the way of thinking of your staff/increase productivity/or inspire from within – be prepared to invest in quality! Especially if the speaker is going to be one of the highlights of your event.

PRODUCTS

Has the speaker asked permission to sell product after their talk?

If I attend a public, or free seminar, I may expect the speaker to try and sell me products such as books, DVD's and audio CD's afterwards. However, when I have paid a speaker a decent fee to speak at my event, and then he/she constantly markets and sells their 'product' from the platform during the keynote, and sells it from a table at the back afterwards... I see red!

This is a controversial topic amongst speakers!

Should a speaker want to sell product after a keynote, they need to ask permission first and it needs to be done in a professional manner with no constant selling from stage during the keynote.

Ideally the speaker should be able to offer you the client, their product at a reduced fee as a corporate gift for the delegates. Alternatively, a certain amount of product should be included in the speaker's fee so that you can hand this out as gifts/prizes later on.

If you do allow the speaker to sell product afterwards, schedule their keynote just before tea, lunch or at the end of the day so that delegates actually have time to buy. There is nothing worse that delegates disappearing during the next speakers session to go out and buy products!



WOLFGANG RIEBE
Changing the world...one presentation at a time!

Imagine... the most **riveting** and inspirational **keynote speaker** you have ever experienced... couple this with the most **awesome magician** you have ever seen, and finally add the **funniest comedian** you have ever heard... that's Wolfgang Riebe!

From best-selling books, prime-time TV series', founder of The Riebe Institute and endorsements from most of the world's top 500 blue chip companies - he WILL shift your perceptions with his original & unique approach.

He is without a doubt one of the most original speakers and entertainers of the 21st century who has been heard live by over **1 million people** in over **150 countries** during the last **27 years**. He is one of approximately 850 speakers in the world to have been awarded the prestigious CSP designation by the National Speakers Association of America in July 2012.

Whether individually as a **speaker, illusionist** or **MC**, or a combination of all 3, Wolfgang will add that magic touch to your next company event.

Wolfgang's mission statement:

To help individuals and organisations shift perceptions in order to become awesome.

MEMORABLE MAGICAL MOMENTS

WOLFGANG RIEBE

"Re-ignite your magical spark through Logical Thinking, Perception and Emotion."



**THE WORLD IS CHANGING FASTER THAN EVER BEFORE...
YOU NEED THE COMPETITIVE EDGE!**

Besides walking his talk, Wolfgang believes in the KISS principle and that life should be magical. He shares a treasure chest of practical knowledge gained through 25 years experience as a speaker, author, adventurer, businessman and illusionist, giving profoundly emotional and enriching lessons on logical thinking, cognitive brain function (perception) and emotional intelligence, that will inspire your team to rekindle the magic of life.

Through a neuroscientific approach, real-life experience plus academic research, Wolfgang shares and demonstrates the impact and behaviour of the brain on how we think and communicate in our daily lives, so that delegates can understand how to increase flexibility, improve efficiency & effectiveness within their work environment and personal lives.

As an organization your future performance is dependent on inspiring your employees to increasingly think out of the box and innovate. Conservation of current profit levels, achievement of KPI's, increased competition and the associated stress is impacting performance. Simplifying complexity by understanding how the brain functions, enables your staff to recalibrate their thinking and apply this 'know-how'. This empowers employees to optimize their thinking by reaching a higher level of cognitive functioning that enables them to effectively achieve more in less time.

A 60 - 90 MINUTE KEYNOTE SUITABLE FOR ALL CONFERENCES & EVENTS



AUTHENTICATED SOLUTIONS REVIEWED

INSIGHTFUL, PRACTICAL & USABLE LIFE SKILLS

- ✓ Learn the power of **logical thinking** & how it can **increase productivity**.
- ✓ Understand how **our brain interprets** what we **see and say**.
- ✓ Master **strategic communication challenges** in order to effectively connect with colleagues & customers.
- ✓ Focus on **self growth, work-life-balance** & **emotional intelligence**.
- ✓ Learn how to **think out of the box**.
- ✓ Messages reinforced with **visual examples & illusions**.

"To explain the working of the brain and then demonstrate everything with practical examples that not only cause us to wonder and chuckle, but also teach us new skills, is simply phenomenal!"



CREATING MEMORABLE MAGICAL MOMENTS

