

How to Assess a Potential Speaker for Your Event

Event/Program: _____ Date: _____ Time Slot: _____

Speaker Name _____ Contact Info: _____

Presentation Content

Speaker Expertise

- Does the speaker have subject matter expertise (relevant direct experience, written about the matter, cited as an expert by the media or other influential sources)?
Rating: 10 9 8 7 6 5 4 3 2 1
- Is the speaker unique in his/her approach to the subject? (Not the same old stuff warmed over...)
Rating: 10 9 8 7 6 5 4 3 2 1
- Has the speaker addressed groups similar in composition to yours?
Rating: 10 9 8 7 6 5 4 3 2 1
- Does the speaker provide “take-home” value? (Is the speaker’s message one that will impact the audience in a lasting way? Are handouts and educational materials attractively designed and filled with valuable information?)
Rating: 10 9 8 7 6 5 4 3 2 1

Speech Customization

- Does the speaker have a history of customizing (that clients will attest to?)
Rating: 10 9 8 7 6 5 4 3 2 1
- Does the speaker utilize a *process* for customization that assures content truly unique to your situation?
Rating: 10 9 8 7 6 5 4 3 2 1

Presentation Style

Does the speaker’s style fit your meeting objective—and audience expectations—for:

- Energy Rating: 10 9 8 7 6 5 4 3 2 1
- Humor Rating: 10 9 8 7 6 5 4 3 2 1
- Audience involvement Rating: 10 9 8 7 6 5 4 3 2 1
- Engaging delivery Rating: 10 9 8 7 6 5 4 3 2 1

Personal Characteristics

Is the speaker responsive, easy to do business with, have a reputation for reliability and integrity?

Rating: 10 9 8 7 6 5 4 3 2 1

TOTAL POINTS: _____

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