



HOW TO PICK THE PERFECT SPEAKER FOR YOUR EVENT



**One size does not fit all*

Created by **Beau Heyman**

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When selecting a keynote speaker for your fundraising banquet, it's essential to consider three primary categories: affordability, fame, and effectiveness as a fundraiser. Each of these categories has its merits and plays a crucial role in the success of your event. However, finding a speaker who excels in all three can be challenging, and here's why:

EFFECTIVENESS AS FUNDRAISERS:

Effective fundraisers have a proven track record of inspiring generosity and generating substantial contributions at events. They understand the art of persuasion and have the charisma to connect with the audience on a personal level. While these speakers can drive fundraising success, they might not be as famous or as affordable as other options.

FAME AND REPUTATION:

Famous speakers can draw significant attention to your fundraising event. They bring with them a built-in audience, media coverage, and the allure of celebrity. However, their fame often comes at a premium cost, and their availability may be limited due to prior commitments. Furthermore, fame alone doesn't guarantee their effectiveness as fundraisers.

BUDGET CONSTRAINTS:

Affordable speakers are typically those with lower speaking fees or who are willing to volunteer their time for a charitable cause. These speakers may not have the same level of fame or proven fundraising track record as higher-priced counterparts. Staying within a budget is often a priority for organizations, making it tempting to choose an inexpensive speaker.

The challenge lies in finding a speaker who strikes the right balance among these categories.

In practice, organizations often prioritize two of these aspects while making concessions in the third. For example:

AFFORDABLE AND EFFECTIVE:

Organizations with budget constraints might opt for an affordable speaker with a strong fundraising background, even if they lack celebrity status.

FAMOUS AND EFFECTIVE:

Those seeking maximum visibility may choose a famous speaker with proven fundraising abilities, even if it stretches their budget.

AFFORDABLE AND FAMOUS:

In some cases, organizations may secure a celebrity speaker willing to donate their time or offer a reduced fee due to their passion for the cause. However, this scenario is less common.

Ultimately, the choice of keynote speaker should align with your organization's goals, budget, and the expectations of your audience. Careful consideration of these factors will help you make an informed decision that maximizes the impact of your fundraising banquet.

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AUDIENCE PROFILE:

(Describe your audience, including demographics and interests)

1. BUDGET PRIORITIZATION:

- a. Are you primarily concerned with staying within a strict budget for your event?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- b. How flexible is your budget for a keynote speaker?

VERY LIMITED	<input type="checkbox"/>
SOMEWHAT FLEXIBLE	<input type="checkbox"/>
FLEXIBLE	<input type="checkbox"/>

2. FAME AND VISIBILITY:

- a. Do you believe that having a famous speaker will significantly benefit your event in terms of attendance and media coverage?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- b. How important is the speaker's level of fame to your organization?

VERY LIMITED	<input type="checkbox"/>
SOMEWHAT FLEXIBLE	<input type="checkbox"/>
FLEXIBLE	<input type="checkbox"/>

3. EFFECTIVENESS AS A FUNDRAISER:

- a. Is the primary goal of your event to raise funds for your organization?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- b. How critical is it for your speaker to have a proven track record of fundraising success?

EXTREMELY CRITICAL	<input type="checkbox"/>
IMPORTANT	<input type="checkbox"/>
NOT CRITICAL	<input type="checkbox"/>

4. SPEAKER AVAILABILITY:

- a. Are there specific dates or timeframes when your event must take place, potentially limiting speaker availability?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- b. Are you willing to adjust your event date to secure a preferred speaker?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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PREFERRED SPEAKER CHARACTERISTICS:

- a. Are there any specific qualities or expertise you'd like your keynote speaker to possess?
(e.g., industry knowledge, personal connection to your cause)
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- b. Are there any specific speakers you have in mind? (List names if applicable)
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FINAL DECISION:

Based on your responses to the above questions, prioritize the following categories for your keynote speaker selection

a. Budget:	<input type="checkbox"/>	High Priority	<input type="checkbox"/>	Moderate Priority	<input type="checkbox"/>	Low Priority
b. Fame and Visibility:	<input type="checkbox"/>	High Priority	<input type="checkbox"/>	Moderate Priority	<input type="checkbox"/>	Low Priority
c. Effectiveness as a Fundraiser:	<input type="checkbox"/>	High Priority	<input type="checkbox"/>	Moderate Priority	<input type="checkbox"/>	Low Priority

Use this information to make an informed decision that aligns with your organization's goals and resources.

Looking for an effective fundraiser? Visit beauheyman.com to learn about 18-minute LIFE Talks.