

EVENT PLANNER'S TOOLKIT

Choosing and Working With a Speaker for your Next Event



If you're an event planner, I've been where you are! I know how challenging it can be to find, choose, and work with speakers when you have so much to do and so little time. Perhaps you're in a new position in your church and wondering how to get started in finding a speaker for your spring retreat or Christmas advent tea.

I put this little toolkit together to hopefully make your job just a little bit easier.

- Page 2—Choosing a Speaker for your Next Event. This page can be used to record every speaker you check out. These pages are valuable to you. The speaker that you *chose* can be a great resource to you next year—she may know other speakers at her level to refer to you. The speakers that you *don't chose* may also be a great resource next year—maybe their topic will be just the one you need. Keep all these sheets in a notebook and save yourself tons of work down the road!
- Page 3 – Working with a Speaker for your Next Event. This is a valuable planning tool for working with the speaker you choose. Nothing is left to chance when you ensure that all items are taken care of. These sheets can be saved in your notebook as well, providing a history of your women's events, as well as lots of helpful information for the person who someday replaces you.
- Page 4—To Our Guest Speaker is for your speaker. It will answer all of her questions, and ensure that your event is carried out in the most professional way possible.

Please let me know if I can help you in any way. I love to encourage and equip women for exceptional life in Christ.

Deb Potts

EVENT PLANNER'S TOOLKIT

CHOOSING a Speaker for your Next Event

DATE AND TITLE OF OUR EVENT: _____

SPEAKER NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

WEBSITE OR FB PAGE: _____

WHERE I FOUND THIS SPEAKER:

- ◇ Referral from church members and/or friends: _____
- ◇ Referral from other churches in my denomination: _____
- ◇ Referral from other churches in my geographical area: _____
- ◇ Referral from past speaker: _____
- ◇ Found online at www.womenspeakers.com: _____
- ◇ Heard her speak: _____
- ◇ Other: _____

HOW DO I CHOOSE?

- ◇ Is she available on the date of our event? ___ Does her level of experience match our needs? ___
- ◇ Her Topics: _____
- ◇ Endorsements? ___ Doctrinal Statement? ___ Speaking Samples? ___
- ◇ Her book titles: _____
- ◇ Her fee and travel expenses: _____
- ◇ Does she respond quickly to all emails and phone calls? _____
- ◇ Does she offer any extras: small group discussion questions, craft and decoration suggestions, follow up studies, or other extras related to her topic? _____
- ◇ Will she offer a door prize, copy of her book, etc? _____
- ◇ Other: _____

DATE WE BOOKED THIS SPEAKER: _____

TOPIC FOR OUR EVENT: _____

EVENT PLANNER'S TOOLKIT

WORKING WITH a Speaker for your Next Event

TITLE OF OUR EVENT: _____

DATE and TIME of the EVENT: _____

SPEAKER NAME: _____

EMAIL ADDRESS: _____ **MAILING ADDRESS** _____

PHONE NUMBER: (H) _____ **(C)** _____

WEBSITE OR FB PAGE: _____

SPEAKER'S CHECKLIST:

- ◇ Received her photo and bio for promotional materials _____
- ◇ Title of presentation: _____
- ◇ Length of presentation: _____
- ◇ Does she need a projector, screen, or other technical assistance: _____
- ◇ Will she have a book table: _____
- ◇ Does she need assistance with the book table: _____
- ◇ Will she be bringing a guest? Will we pay for the guest's meal/hotel room? _____
- ◇ What time are we expecting her to arrive?
- ◇ Does she need us to make copies of her handouts? ____ We need the originals by: _____
- ◇ What should her check be made out to? _____
- ◇ Does she want to provide an evaluation sheet for the guests? Or does she want to add a question or two to our evaluation sheet? _____
- ◇ Will she email you a copy of her introduction or bring it to the event? _____
- ◇ If arriving by plane: Airline: _____ Flight nbr: ____ Arrival time: _____
- ◇ If departing by plane: Airline: _____ Flight nbr: ____ Departure time: _____
- ◇ What are her prayer requests: _____

FOLLOW UP AFTER THE EVENT

- ◇ Thank her and offer to give her an endorsement.
- ◇ Share (in writing) comments from your evaluation sheets.
- ◇ Share any photos you have taken.

DATE: _____

TO OUR GUEST SPEAKER _____

We are looking forward to having you speak at our event. We're praying that our guests will respond to your message of hope.

DATE AND TITLE OF OUR EVENT: _____

EVENT LOCATION: _____

EVENT TIME: _____ PLEASE BE AT THE EVENT LOCATION BY: _____

ADDRESS: _____

PHONE NUMBER: _____

REMUNERATION: _____

PRESENTATION TITLE: _____

LENGTH OF PRESENTATION: _____

TRAVEL:

IF TRAVELLING BY PLANE, THE PERSON MEETING YOU WILL BE:

NAME: _____ CELL PHONE: _____

OVERNIGHT ACCOMODATIONS

DATE: _____

LOCATION: _____

ADDRESS: _____

PHONE NUMBER: _____

CHECK IN TIME: _____

DETAILS:

YOUR CONTACT:

NAME: _____ PHONE: _____ EMAIL: _____