



“CAN EVERYBODY HEAR ME AT THE BACK?”

7 Reasons NOT to book that presenter!



Genuine power point slide!

Chemical Hazard Review Input Screen		Dept / Group	Unit of Work	Date	Save Screen Data GPR Card
1. Chemist Name, Dept and Date		Locking Kirkbrur		31/10/12	Step 1
2. Product of Complete Synthesis		Diphosphorothene			
3. Name of Chemical		Hydroxyacrylate			
4. CAS Number and Databases		7803-57-8			
5. NFPA/MSD Ratings					
6. Toxicity, Exposure Limits, and Physical Properties of Chemical					
7. Health, Chemical Properties, and Safety Overview					
8. Specific Chemical Hazard					
9. Hazard Rating for this step					
10. Chemical Hazard Reviewer					

A report by
Andy Edwards

“Europe’s leading authority and key note speaker on “Relationomics” - helping you leverage tangible value from creating, building and maintaining the best possible business relationships.



Can Everybody Hear Me At The Back...?



7 reasons NOT to book that speaker!

When you need a speaker for your event, you have – what appears to be – an incredible amount of choice out there.

Ultimately you want someone who is reliable, engaging, motivational, thought-provoking, entertaining and good value... doesn't seem so hard 😊

But, just because most of us can run, it doesn't mean we can all do 100 meters in under 10 seconds. Those who give their lives to sprinting, practice every day and train hard... THEY are in the top 1%.

And, just because most of us have a voice, it doesn't mean that we can all work a platform and an audience ***so that they get a memorable and behaviour-changing message.***

Good professional speakers are in the top 1%. Very few people can do the job (although plenty THINK they can).

Before you read my seven reasons why NOT to book someone... here's why you might want to:

1. **They come recommended from a trustworthy source who has actually seen the speaker in action!**
2. **They make most of their living by speaking professionally**
3. **They are willing to work with you to bespoke the message**
4. **They are experienced (preferably 10 years or more)**
5. **They are clear about what they need from you – without being a diva!**
6. **They are willing to be flexible (arriving early – leaving late)**
7. **They are reliable and professional – doing what they say they will from your 1st contact**

Starting overleaf are seven reasons people book speakers – and seven 'TONGUE IN CHEEK' reasons why they might want to think again!

#1 HE'S FAMOUS!

Great idea?

A famous person on the platform by definition has that 'celebrity' factor. Plenty of the audience will delight in telling their friends and family that they saw "Mr Famous" or "Miss Celebrity" at the conference. Great talking point!



Wait a sec...

They tend to be considerably more expensive than most (plus there's the agent's cut). And, as many an event organiser has found to their disappointment, by no means all celebrities can work a platform or an audience. Some are positively cringeworthy!!

Worse case:

You blow £10,000 on a dodgy 'reality tv' celeb who turns up 5 minutes before, leaves 2 minutes after their slot (which should have been 45 minutes – so why did they only do half an hour?). Plus all those demands for blue smarties and Evian water on the stage...

#2 SHE IS DOING IT FOR FREE!

Great idea?

You're on a budget - and this nice person has agreed to speak for nothing. How impressive to our own paymasters if we fill our speaking card for little or no cost...

Hang on...

It's a basic law of commerce that the cheaper something is, the less likely it is to work. Your free speaker will almost certainly be less experienced and simply will not be as good as someone who does this for a living. Imagine hiring the cheapest brain surgeon!

Worse case:

She gets a paying gig for that day and lets you down. Or (possibly worse) actually turns up and proceeds to bore, alienate or annoy the delegates. Some, so called free speakers, will use your event as an opportunity to sell their products and services from the platform. Is that really what you want?



#3 HE'S AN EXPERT

Great idea?

With all those letters after his name and the magic 'Prof' or 'Dr' before it – this person is recognised in their field as the 'go to' guy! They obviously know their stuff and are recognised by their industry for being clever. And he's agreed to speak for YOUR organisation!

Just a mo...

Like many academics (or other experts), an in depth knowledge does not bestow the ability to communicate in an engaging, motivating, thought provoking way. So many experts simply come across as boring or superior (or both).

Worse case

He puts the audience to sleep with a turgid regurgitation of his doctoral thesis and incomprehensible slides. Typically: *“Ah... now... this slide... you probably won't be able to read the figures on the spreadsheet...”* SO WHY SHOW IT!!!???

#4 SHE DID SOMETHING AMAZING

Great idea?

Climbing a mountain backwards, hopping to the South Pole, living for 3 years with the ‘Elabari’ tribe of pygmies... She’s going to have an amazing story to tell! It will be captivating and motivational.

Ah, yes, but...

The story itself might be interesting (if they tell it well), but all too often these achievements have very little in common with us mere mortals. The message can so easily be lost in a self aggrandising attitude and a patronising of the audience. What’s the message for US?

Worse case:

An explorer explains how brave they have been - accompanied by ‘holiday snaps’ of their expedition. *“This will shake you out of your boring lives”* said one explorer I saw on stage recently. Go back up your mountain, fool!

#5 WE WANT SOMETHING A BIT DIFFERENT

Great idea?

You have had ‘normal’ speakers in the past. This year it’s going to be incredible. We have booked the half man-half snake contortionist opera singer whose YouTube hits have now reached 500,000,000.

Are you SURE?

Speciality acts are all well and good – and if you want some specific entertainment – then go for it. But don’t think that snake-man is going to be everybody’s cup of tea as a speaker. And consider the actual value to the organisation... what’s the ROI (return on Investment) with this act?



Worse case

The ‘show’ is not really ‘on message’ and possibly has unacceptable content. Imagine Snake-man shedding his skin during a ‘rap’ of *Nessun Dorma*. Your Organisation Chair or CEO faints – and sues.

#6 HE'S LOCAL

Great idea?

With a presence in the local business community our man is respected and instantly recognisable. We also don't need to spend out on travel and accommodation.

Ummm...

Could he be over-exposed locally? Is this a trade-off between convenience and appropriateness? If the most suitable speaker lives around the corner – good for you, get a great rate. If not, recognise that all professional speakers travel happily to their assignments - and book the right one for the job.

Worse case

Your local man does the same talk that 98% percent of the delegates have seen before and ends up getting roaring drunk with his business buddies... BEFORE his slot.



#7 SHE HAS WORKED IN OUR BUSINESS

Great idea?

This person is known in our industry and understands the way we think. To have her as a speaker will be a 'safe pair of hands' for our event

Ok... and...

Some of the most enlightening and motivational ideas will come from OUTSIDE your organisation's business. Why have an optician at your industry event, when you could hear from someone who wears glasses?

Worse case:

She's been there, done it and got the script. Nothing new – all platitude and axiom. She may just say things that people want to hear – or (worse still) already know.

BONUS REASON HE'S WRITTEN A BOOK!

Great idea?

Again – the gravitas of hiring an 'authority' to speak can work out very well. You can even get him to sign copies of his book for your delegates.

And yet...

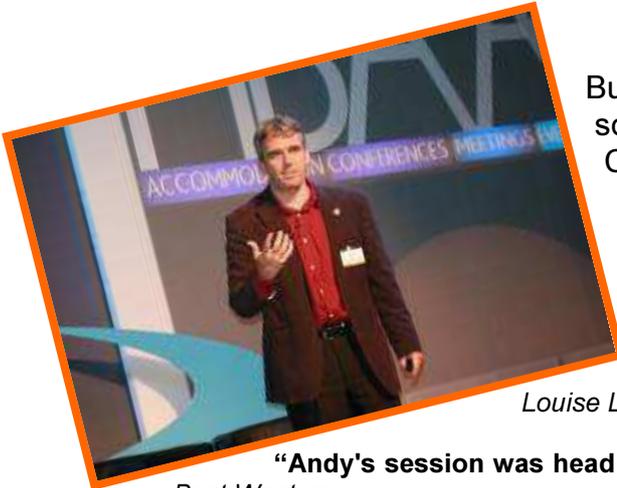
A writer is not necessarily a speaker. I have seen authors come to speak, AND READ the speech! Or they are more keen on selling copies of the book than they are engaging with your message.

Worse case

He uses the event as a showcase for his literary prowess and a publicity stunt for his upcoming book.

OK! OK! There are some notable exceptions!

- ✓ A couple of sports speakers I know are superb
- ✓ I saw a speciality act that does a BRILLIANT job of getting a message across
- ✓ I know an author who will literally have the delegates rolling in the aisles
- ✓ Some famous people really ARE worth the extra spend
- ✓ And plenty of 'achievement' speakers do an excellent turn



But, when it comes to hiring a speaker, consider someone who has been voted 'Best Speaker In Conference' more often than he has not.

Someone about whom the conference industry itself says:

"Excellent and probably one of the best presenters that I have seen at a (conference industry) event"

Louise Lowe – Conference Care

"Andy's session was head and shoulders better than the others." *Heather Thornton – Best Western*

Someone whose fees are proportionate and affordable
Someone who regularly and often speaks across the UK, Europe and beyond
Someone who will turn up early and leave late

Someone like me!

"A complete revelation! His professionalism and willingness to get "stuck in" and assisting with the organisation on the day was great. As our keynote speaker we had high expectations of Andy. I am pleased to say these were not only met, but exceeded." *David Goad – Independents Day*

Typical Talks/Master Classes include:

Why Can't People Be More Like ME!?

(understanding and connecting with others better)

I've Upped My Sales - Up Yours!

(influence, customer relations, selling)

Who Do You Think You Are?

(team building, personal impact, emotional intelligence)

Other subjects covered include:

Relationships; Communication; Personal motivation; Attitude; Change/Stress management... and much, much more!

I am listed by some of the UK's top speaker agencies. I use a blend of psychology, humour and personal anecdote to ensure the audience takes away something of value. You can view my show reels by visiting www.nine5three.com and clicking the video stills.

