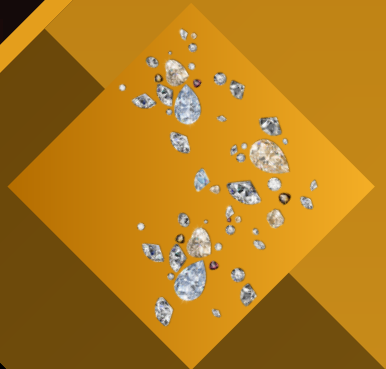
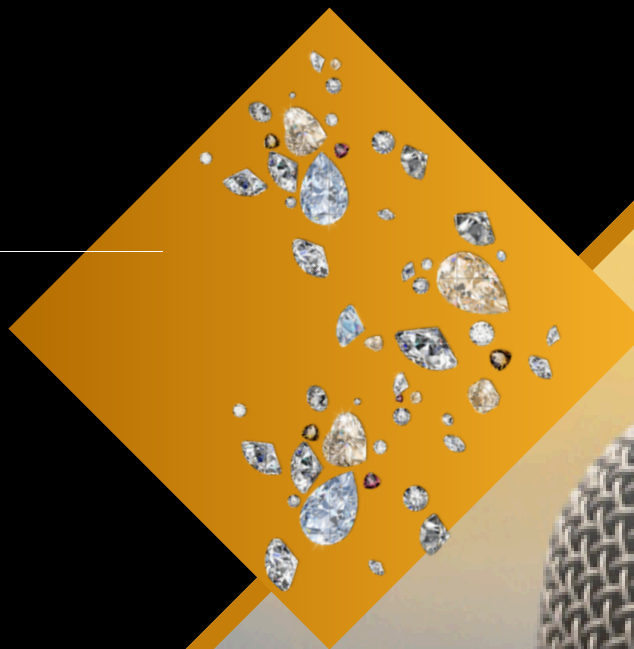


9 TIPS TO BUILDING A SPEAKER ROSTER THAT DAZZLES!

THE SPEAKING CIRCUIT

PRESENTED BY

AMY DERNUS



THE SELECTION PROCESS

START EARLY

THE TOP SPEAKER AND TRENDING SPEAKERS BOOK UP QUICK.

- ✓ Get Thematic Alignment
- ✓ Audience Analysis – want do they want or need?
- ✓ Identify Your Budget and Start the Speaker Outreach Earlier than you think you'll need to – the perfect gems book up fast!



HISTORY, VIDEOS, CONTENT



PERFORMANCE HISTORY: Review footage from the last 12 months to ensure current relevance and energy aligns with your audience, goals, and event vibe.



Ask for the most **RECENT SIZZLE REELS**.
Speakers are often updating.



Has the speaker been on any recent podcasts, news segments or media channels, such as Netflix?



IDENTIFY YOUR SHORT LIST

MOON
SHOT

KNOW YOUR
COMPETITORS

PLAN B

- ✔ Shoot for one “moon shot” with two caveats: a deadline on the offer and back up plan on deck.
- ✔ Have a Plan B option on deck and the event on the speaker’s radar.
- ✔ Know what the competitors have booked in recent years so there is not overlap on the exact same speaker or content.

PRE-DECISION CALLS

CALL

Connect with the Bureau/Speaker Partner

ENERGY

Evaluate Presentation Persona

MEET

Interact and Assess Chemistry

CONTENT & DECIDE

Confirm Topic Fit and Finalize Shortlist

INTRO VIDEOS

FOR YOUR TEAMMATES, EXEC. TEAM OR COMMITTEES

If you are working with other stakeholders, decision makers, committees or colleagues on the selection process you might want to consider asking the speaker for a personalized introduction video.

- ✓ A personalized touch.
- ✓ A sense of speaker's energy and willingness to be 'all in.'
- ✓ A way to share a 'favorite speaker' of yours that you would like to stand out with your group.



COLLABORATE

TRUSTED PARTNERS AND VENDORS

- ✔ Connect with your business network about recent speakers they've seen or hired.
- ✔ You can ask your AV team "who has been the best they've seen" or..
- ✔ Ask speakers that you've become connected with about a particular speaker or speakers that are 'hot' right now in their peer group.
- ✔ Have a trusted bureau partner (or a couple) that you can work with for both suggested and vetting speakers that you bring to them for perspective.



BUREAU PARTNERS WHY WORK WITH A BUREAU?

EFFICIENCY

Assess a curated shortlist of world-class talent tailored to your theme in under 24 hours.

QUALITY

Every speaker is rigorously pre-vetted for stage presence, content depth, and reliability.

SECURITY

Comprehensive legal protection and immediate contingency support for every engagement.

CONTRACTING & NEGOTIATION

THE OFFER PHASE

Know all you can before the offer stage. Clean is kind, present talent with clean offers and establish a relationship with a trusted partner to know what speaker generally will or won't agree to. Some will offer a 'pre-decision' or 'pre-contracting' call.

RIDER MANAGEMENT

From private aviation to A/V requirements, we negotiate riders to protect your budget while meeting the technical needs of top-tier speakers. Get these in advance (especially with music).



PARTNERSHIPS HELP YOU STAY ON TOP OF THE TRENDS, NEW HOT SPEAKERS, & LATEST FEEDBACK ON TALENT


88%
of Bookings were
IN-PERSON


12%
Utilizing
VIRTUAL/HYBRID
Format



Booked speakers in
34 COUNTRIES
across
5 CONTINENTS

TOP 10 SPEAKERS

ZACK KASS	MATTHEW LUHN
KEVIN O'LEARY	SOL RASHIDI
JAMES CLEAR	ERIC O'NEILL
MOLLY BLOOM	JIA JIANG
MARC RANDOLPH	CHAUNTE LOWE

TOP 5 TOPICS

ARTIFICIAL INTELLIGENCE (AI)
INSPIRATION
LEADERSHIP
BUSINESS
MOTIVATION



**BE OPEN TO NEW
AMAZING
TALENT
AND
RISING
STARS ON
THE CIRCUIT.**



MEET RASHMI AIRAN

HEAR IT DIRECT FROM THIS RISING STAR!

RISE

Rashmi Airan is a keynote speaker, leadership expert, and transformation strategist whose work helps leaders and organizations navigate adversity, uncertainty, and high pressure moments with greater courage, clarity, and accountability.

As a first former Columbia Law School attorney, and former Wall Street dealmaker, Rashmi knows what it means to live under intense pressure, chase success, and lose sight of what matters most. Her life took a dramatic turn when a series of compromised decisions led to a federal prison sentence. That experience became the catalyst for a complete personal and professional reinvention.

Today, Rashmi brings rare credibility, deep humanity, and hard won wisdom to every stage. She helps audiences confront the hidden prisons that shape behavior and cloud judgment, including fear, shame, ego, perfectionism, and self doubt. Her message moves people beyond inspiration and into real reflection, clearer leadership, and meaningful change.



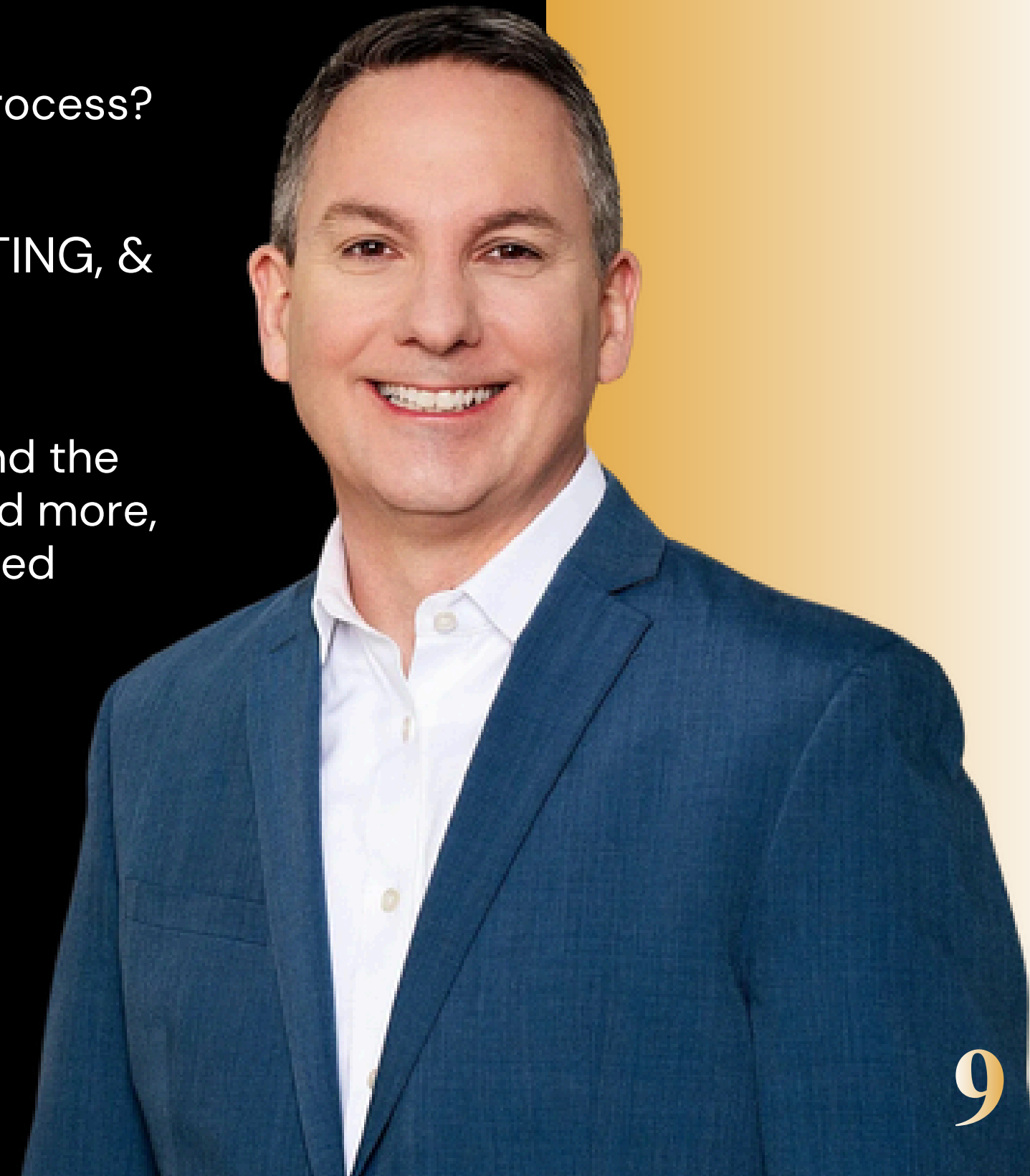
MEET DAN CHUPARKOFF

AI What role is AI playing in the speaker sourcing and selection process?
Why is it invaluable to have real human 'partners?'

HOW CAN IT HELP AND WHAT CAN'T IT DO WHEN SELECTING, VETTING, &
BOOKING YOUR SPEAKER

Dan Chuparkoff is one of the world's leading experts on AI, innovation, and the future of work. As a technology leader at Google, McKinsey, Atlassian, and more, Dan led transformations for teams in every industry as the world navigated three decades of technological change.

Known as the practical and understandable technology speaker, Dan's superpower is making complex things simple and useful. With his skill as an AI educator combined with his formula for harnessing the power of innovation, he helps audiences escape disruption and find growth and success. Dan shows teams how to make sense of AI, how to harness the power of technology, and how to combine that with the power of human expertise.



9 TIPS TO BUILDING A SPEAKER ROSTER THAT DAZZLES!

- 1 Start early to secure the best speakers and align your event goals.
- 2 Review recent videos and media appearances to assess speaker relevance and energy.
- 3 Create a strong shortlist with backup options and competitive awareness.
- 4 Use pre-decision calls to evaluate chemistry, energy, and topic fit.
- 5 Request intro videos to build excitement and stakeholder connection.
- 6 Lean on trusted partners and vendors for speaker recommendations and insight.
- 7 Work with a bureau for expert vetting, efficiency, and booking support.
- 8 Stay open to rising talent that can bring fresh energy and impact.
- 9 Use AI strategically in speaker sourcing while relying on trusted human expertise for final speaker selection.

MEET MOLLY BLOOM

WHAT CLIENTS ULTIMATELY WANT?

CONNECTION, RESILIENCE, & VISION

Entrepreneur and author of Molly's Game, she provides a masterclass in resilience, high-stakes decision making, and rebuilding from the ground up.

Her story of grit and determination makes her one of the most sought-after female speakers in the world today.

Let's end our session with a few questions for her on how she has remained on top of the speaking circuit for several years and what event clients are ultimately look for.



**NOW THAT YOU
HAVE 9 TIPS TO
BUILD A SPEAKER
ROSTER FOR
YOUR NEXT
EVENT, WE'D
LOVE TO HEAR
FROM YOU!**

