



Hundreds of Speaking Opportunities in
YOUR Market Instantly at Your Fingertips

The SpeakerTunity Cities™ Ultimate Speaker Checklist

Your Insurance For a Highly Successful
Speaking Appearance

Date/Time of Presentation:

Length of Presentation or Workshop:

Organization or Type of Audience:

Location of Venue:

How Many People Expected:

Contact Person, Email and Phone:

Special Notes:

Prior to Event

Confirm the following:

- ✓ What are the event's specifications and terms for making an offer—what can you say from the stage and what are other options?
- ✓ What, if any, expenses are covered?
- ✓ What time do you speak, and will there be a break afterward where people can sign up for your programs?

- ✓ May you sell books and what are the arrangements for this? How many books, do you need to bring?
- ✓ Will someone be on sight to assist you with taking payments or will this be something you or an assistant must handle?
- ✓ Must you bring a triplicate registration form, where you give one copy to the registrant, one to the promotor and one for yourself?
- ✓ What are the promotional commitments on both of your parts—what are the expectations--Emails, publicity, social networking, flyers, live video promos or other forms of outreach.—who will do what?
- ✓ What graphics may you place in the room (roll up banners, branded table cloth covers, hanging banners, standup backgrounds, table top displays, etc.?)
- ✓ Will you have a powerpoint projector and screen available to you should you need it? Will there be a floor monitor so you can see what's on the screen. Do you need to bring your own laptop or just a thumbdrive?
- ✓ What are the stage/seating arrangements?. Will you be coming from back stage, from the audience, will there be a chair, podium or table on stage? Do you need to bring some flowers for that table to dress up the stage? What will be the stage backdrop (clashing colors, etc?)
- ✓ Will you be given a table for promotional purposes and prospect-interaction?
- ✓ How cold/warm will the room be or can you adjust (to select comfortable clothes for the appearance?)
- ✓ Can you hand out flyers or is any there other option for placing collateral in the hands of the attendees (gift bags, program, flyers on seats)? How many should you bring?
- ✓ Will there be a clock to count down or someone from the back of the room with signs?
- ✓ What is the set-up/take-down schedule if you are hosting a booth or table?
- ✓ What are wi-fi/internet considerations if you need access during the event?

- ✓ Will you be speaking during meal time or will there be other activities competing for the attendee's attention
- ✓ How will your introduction be handled and what can you provide for the intro and the advance promotion. Can you be introduced via a sizzle reel?
- ✓ Other _____

Packing

- ✓ Collect and prepare the following for the trip:
Tickets, travel vouchers, passport, hotel confirmation, boarding pass
- ✓ Phone numbers and online portals on your phone in case you need to do last minute rescheduling due to flight delays
- ✓ Directions to the hotel (never rely exclusively on a GPS)
- ✓ Powerpoint presentation if using one, plus laptop/phone or other means of displaying it, adapters
- ✓ Room graphics (roll up banners, hanging banners, table top displays)
- ✓ Books for sale or display. Do you need a pricing display?
- ✓ Flyers, enrollment forms, promotional materials, receipts if needed (secure enough to meet the number of possible attendees)
- ✓ Pens, pencils, notepads
- ✓ Props
- ✓ Speaking notes, printed backup of the presentation, have an extra thumb drive also as a backup, or cloud/dropbox access
- ✓ Baskets or other receptacles to collect business cards from attendees
- ✓ Cashbox, The Square or Paypal tablet/phone attachment and a tablet or phone to activate purchases if selling from the back of the room
- ✓ Temperature-appropriate clothes—including a sweater or coat for women if you are staying for the whole event and the promotor keeps the room cold

- ✓ Business cards
- ✓ Phone, laptop chargers and any external battery extenders, extension cords
- ✓ Event agenda and schedule
- ✓ Audience evaluation forms if you desire to use these
- ✓ This checklist!
- ✓ Other_____

On Site

Staging

- ✓ Review the stage area
- ✓ Meet with all personnel that are appropriate—event manager, stage manager, sound, videographer, etc.
- ✓ Confirm the equipment at the venue itself—it's there and it's working
 - Remote control for screen
 - Teleprompter, if there is one
 - Screens and monitors
 - Interface between your device and the projector apparatus
 - Rendering on the screen (how it appears, high, low, etc)
 - Video playback and sound
 - Mics—lavalier, headset, standup or podium
- ✓ Check the internet access
- ✓ Do a walk-around to suit your needs—place lectern, tables, flipcharts, flip chart markers, etc. where you want them
- ✓ Find how the timing is being signaled
- ✓ Set up any props
- ✓ Arrange for water on stage
- ✓ Other_____

Booth Area

- ✓ Check your booth or table area...is it visible? Do you need to move it out? Can people easily get to you
- ✓ Set up banners, displays, promotional materials, connect any necessary electronics
- ✓ Set up books or other products for sale
- ✓ Insure your merchant device is working and can send a signal
- ✓ Have sign-up forms on hand with pens, clip boards, etc.
- ✓ Have business cards available
- ✓ Have any receptacles for business cards or any promotions
- ✓ Locate nearby trash cans
- ✓ Store anything you don't need visible under the table
- ✓ If you need to cover the table overnight because of security issues, bring a cloth cover for that purpose
- ✓ Keep schedule at hand to make sure you don't miss break opportunities to meet prospects
- ✓ If someone else is handling the transactions, do a briefing
- ✓ Other _____

Showtime!

- ✓ Set an intention for a successful, compelling and smooth presentation that connects with the audience and serves both of you with grace
- ✓ MC introduces you to the audience to great applause and enthusiasm!

- ✓ Your Twitter, Facebook, LinkedIn, Youtube channel highlighted on screen sometime during the presentation, if appropriate
- ✓ Your image, your slides and/or your videos go off without a hitch and contribute to the effect
- ✓ You speak with confidence, impact and clarity
- ✓ You provide great value and abundant information before making an offer
- ✓ You engage the audience and find creative ways to get them to give you their names and emails
- ✓ You are smoothly building demand and enthusiasm for your offer
- ✓ You get a standing ovation
- ✓ You generate a rush for your table to sign up!
- ✓ The signup and purchasing operate smoothly and effectively
- ✓ Enjoy the moment!
- ✓ Other _____

Post Presentation

- ✓ Get print or video testimonials from event promoter and attendees..
SoTellUs.com is one service <http://tinyurl.com/sotellus-speakertunity>
- ✓ Invite people who come to your table to get connected with you on social media
- ✓ Make arrangements to get a copy of the video from the event promotor
- ✓ Request event photos for social media, website and promotional materials
- ✓ Ask promoter for referrals of others who might book you
- ✓ Send a beautiful thank you to the booker/event promotor (or gift if appropriate)
- ✓ Send email follow ups to anyone who provided a card or enrolled in your program
- ✓ Send invoice to the booker/event promotor if it's a paid engagement

- ✓ Place on your calendar to contact for next year if you would like get rebooked
- ✓ Stop for a moment of gratitude!
- ✓ Other _____

And....what's next?

.... Find More Speaking Engagements!!!

.... www.SpeakerTunityCities.com

Presented by *Jackie Lapin*, founder of SpeakerTunity™, expert on helping leaders GET BOOKED. •

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