

BENEFITS OF WORKING WITH SPEAKERS BUREAUS

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**Using a Bureau can
save you
time AND money.**

It takes a lot of time to find the best speaker who:

1. Can find and hold your audience's interest.
2. Is an expert on your topic.
3. Fits your budget.
4. Is available for your dates.
5. Is able/willing to travel to your location.
6. Has a reputation for being reliable.
7. Has solid references from past presentations.

Then it takes more of your time to:

8. Negotiate the fees/contract and handle the paperwork.
9. Arrange the speaker's logistics.
10. Discuss the speaker's media restrictions as they relate to your marketing and public relations activities for the meeting.
11. Obtain the speaker's A/V and materials requirements.
12. Find a replacement speaker for one that cancels if you can find one. (Fortunately, this seldom happens).

Working Together...

Here's what we need to know as your Bureau Partner:

- What is the industry or field for your meeting?
- What is the purpose of the meeting?
- Who is your audience in detail?
- What is the topic or theme of your meeting?
- What type of presentation will the speaker be making?
- What type of speaker do you need?

Is there a special purpose for the speaker at your meeting?

- What is your budget?
 - ☛ What travel and incidental expenses are you willing to pay?
- When is the meeting?
- Where is the meeting?

Will the speaker need to adjust/tailor their presentation to your audience or meeting topic?

- Would you like the speaker to sell books, or products if applicable for best ROI?
- Will the speaker be required to provide specific materials or information for CEUs for the presentation?

What your Bureau Partner can do for you

- Make recommendations and/or source the best speaker based on the information you provide.
- Provide you with review information to help you select the speaker:
 - ☞ Set-up an in-person audit
 - ☞ Videotapes, CD Roms, DVDs, web site for online videos
 - ☞ Testimonials
 - ☞ References
 - ☞ Written materials/Press kits

The way to make your Bureau Partnership work for you is to: Find Bureaus you like and stay with them.

By building relationships instead of placing orders, you give the Bureaus incentive to constantly be working for you throughout the year.

Use a couple of sources if necessary.

- Some Bureaus specialize in a field or industry. There might be two or three Bureaus who specialize in specific areas: entertainment, motivation, etc. that can work together on your different events.

Your Bureau will work hard for you.

Bureaus can constantly be on the lookout for speakers who will be in your geographic area to help defray travel costs, who will have a new topic or book released at the time of your event, and more.

Also, if the theme of your event changes each year, your Bureau Partner already knows many of your general needs and can quickly help you find the best speaker for your new theme. Or even help you determine a meeting's theme. Plus, they get to know your meetings' schedules and can anticipate when you'll be needing speakers.

Industry Support & Experience

IASB Members are often members of other professional organizations such as:

- ☞ American Society of Association Executives (ASAE) :: www.asaecenter.org
- ☞ International Special Event Society (ISES) : www.ises.com
- ☞ Meeting Professionals International (MPI) :: www.mpiweb.org
- ☞ Professional Convention Management Association (PCMA) :: www.pcma.org

IASB is a member of the Convention Industry Council

www.conventionindustry.org

Now that you realize that working with Bureau Partners is the way to help you save both time and money, you're probably asking:

How do I find a great Bureau Partner?

- Visit or contact the International Association of Speakers Bureaus at www.iasbweb.org for a list of bureaus who are active members of the association.