

SPECIAL REPORT



My name is Brian Richards. Thank you for requesting this special report. After performing in schools for over two and a half decades, I have found that many schools have a hard time knowing what to look for when deciding on an assembly presenter. Some schools make the mistake of hiring someone who is inexperienced while other schools may bring someone in who is knowledgeable but absolutely boring! Hard to manage 300 - 800 kids if the presenter is not engaging...

With this report, you will know what things to look for in an assembly presenter and be able to save yourself a great deal of time and difficulty and truly guarantee that you and your students will have a memorable, beneficial assembly experience!

Let's get right into the...

5 Things You Need To Know When Hiring An Assembly Presenter for Elementary Audiences

#1: EASY TO WORK WITH

So many assembly presenters seem to think that they're performing in Las Vegas! They seem to want the star treatment. Some want the school to book hotels for them, provide them with dressing rooms, and even specify "chilled water" to be provided right in their contracts! (No, I'm not making that last one up!)

A school environment is a fast-paced environment, you know it and I know it. Whether you are a principal, school counselor, teacher, PTO/PTA president or some other coordinator, chilled water for some "star performer!" is the last thing you want to worry about! Any presenter with with lots of demands should be a huge **RED FLAG!**

The ideal assembly presenter should be easy to work with. They should be willing to make their own travel arrangements and they require very little from the school at the presentation itself (typically the only need I may have is an extension cord).

School schedules are typically very structured, so whenever an incoming presenter comes to a school, it's an interruption – a welcome one, but an interruption nonetheless. Schedules have to be changed, locations for different activities may need to be changed if the presentation is being held in a multi-purpose area, and hundreds of people need to be moved from classrooms to the program area.

The experienced school assembly presenter understands this and will do his or her best to accommodate you and make your job easier.

The presenter you choose should have a clear, concise easy to read contract clearly specifying the date, times and nature of the performances. He or she should follow-up and respond to all of your questions promptly and in a business-like manner. If you have difficulty getting in touch with your school's upcoming presenter, that should be a huge **RED FLAG!**

When interviewing possible presenters, be sure to ask plenty of questions and if you don't like the answers, don't feel obligated to work with that person or company. An incoming assembly presentation shouldn't be a difficult task.

#2: EXPERIENCE

There's nothing worse than bringing in a presenter who doesn't know their material! A lot of "umm's" and "ahh's" as they talk to you could be another **RED FLAG!**

When considering a performer for your school, be sure to look over any marketing materials carefully. Examine their website to determine if the candidate really has the experience and ability to engage an elementary audience. Let's face it – elementary groups are not for the faint of heart! Many speakers who shine brilliantly in other avenues such as teen school groups, corporate sales meetings or association events simply aren't equipped to handle the unique demands of a young audience of 500 people or more! The person needs to be able to relate to the primary audience without 'talking down' to them or worse, losing control by going "over their heads".

Again, conducting a careful interview with the person or company you're consider-

ing will give you the answers that you need. Does the person understand the needs of schools for the goals they want and need a speaker to accomplish? Does this candidate understand how to relate to a young audience? Is the subject matter something that is necessary and relevant to what your school wants the students to learn?

Experience is a difficult thing to determine but here is a simple tip. Ask for a list of past school clients. A substantial list reveals the speaker is probably qualified to handle school groups, but another question may arise: Out of that impressive list of clients, how does one determine whether the schools actually enjoyed the presentation?

For that, look no further than...

#3: TESTIMONIALS

Any speaker can toot his or her own horn and tell how great his or her presentations may be, but the real determining factor is what do past clients have to say about the performer? The experienced, qualified speaker should be able to provide you with an extensive list of testimonials complete with the school names, cities and states and contact name of the person providing the quote.

There is nothing more suspicious than a testimonial that reads, “Fantastic! – B.Smith, Kansas.” A quote like that should sound be another **RED FLAG**...simply because it’s so non-specific. No complete name, no school provided, not even a city!

The right speaker will not only be able to provide you with plenty of feedback from past clients (whether on a website or in a physical promotional package) but the testimonials will also be from past clients such as yourself – fellow elementary school clients. There’s nothing worse than looking at a list of testimonials when considering a speaker for your school and realizing half the quotes are from corporate sales meetings, private events or a different age group.

A performer’s testimonials can tell you a great deal about the quality of his or her work...as long as it’s the right kind of testimonials.

#4: HIGH IN CONTENT

There’s nothing wrong with a performer who comes into your school and presents a fun “show.” I have a program like that, it’s called the “ACME Magic Factory”.

The problem is when a school wants a program rich in content and a performer, after promising the school client a riveting program with an educational message, and delivers a “show” with nothing pertinent to your curriculum needs.

Situations like this happen all the time and it’s a shame that some of these performers either don’t understand a school’s needs or simply choose to ignore in favor of simply taking the school’s money.

When considering a candidate for your school’s assembly, be sure to ask the performer to completely and thoroughly explain what messages and educational concepts will be presented. In addition to the program itself I provide support for promoting the event and support the teachers in the classroom with a resource file to use in their lesson plans! If the person you are considering doesn’t offer support materials you have stumbled upon another **RED FLAG!**

Here’s an important point to keep in mind: the truly gifted performers who understand the needs of their clients (and back it up with relevant content) will offer a money back guarantee. Having a guarantee in place will allow you to rest easy, only an experienced performer with a great deal of credibility and a long list of satisfied clients would be willing to offer such a guarantee.

Additionally, don’t fall for the line some performers may try to feed you when they claim they cannot offer a guarantee for fear of being taken advantage of by dishonest clients!

I’ve never had to worry about being “taken advantage of” by clients and I’ve offered a no-questions-asked-full-better-than-money-back-guarantee for over 25 years! If the assembly presenter you are considering doesn’t have a guarantee for their program it’s (say it with me) a **RED FLAG!**

#5: FAST PACED AND ENTERTAINING

While a high degree of content is important, a good performer has to understand his or her audience. Elementary school-age children are used to getting their information FAST – whether it’s through the internet, smart phone, YouTube, or whatever, our fast-paced highly digital world means that what worked “in the old days” will simply not work anymore.

People, not just children, have much, much shorter attention spans. As a result, a live presenter must understand how to keep the entertainment factor high during the

program, guaranteeing that the audience will remain riveted and receptive to the message and concepts being presented.

He or she must strike a balance between entertainment and education, and find a way to get the messages across in a way that doesn't come off as lecturing or pandering. Many presenters use different presentation tools to hold interest. I myself use a variety of tools, including humor, group interaction, magic, stories of inspiration and more. The point is, how your presenter makes his or her points is critical to knowing whether they can effectively hold the attention of your students.

----- CONCLUSION -----

If you're experienced at hiring and dealing with assembly performers and youth speakers, then chances are you probably already know many of the right questions to ask. If this is your first year and you've suddenly had the task of finding suitable assembly presenters thrust into your lap, then you will certainly want to print this report out and refer to it as you contact your speaker candidates. Or better yet download my Speaker checklist: [CLICK HERE](#)

If you have any questions regarding anything in this report or questions in general about assembly programs for middle and high school students, I would be happy to share my 25 years of experience with you and help you make your job easier.

I can be reached at magic@4aceproductions.com or you can call/text my office at **763-656-3662**.

Sincerely,

A handwritten signature in black ink that reads "Brian Richards". The signature is written in a cursive, flowing style.

Brian Richards