

Educational Speaker Checklist



Areas To Check

Relevant Questions to Ask

#1 Background of Speaker or Group

- How long have you been presenting to children?
- How many programs do you do in a year?
- Have you worked with children in other capacities?
- Do you have any T.V. credits to your name?
- Have you demonstrated expertise in your field? (I.E. workshops, written books, produced videos, etc.)

#2 Current status of speaker or group

- Are you a full-time professional?

This question is very important. It has nothing to do with the speakers ability, quite the contrary. There are many fantastic part time pros out there who will do an exceptional job. However, the part time pro tends to let the little details slip (usually due to the time constraints of another full-time job). You will need to listen closely to the answers of these questions:

- Do you have any references?
- Do you have a GUARANTEE?
- What is your down payment policy?
- Do you use an agreement?
- Do you have a travel charge?

Keep in mind, that you will need to ask these questions of the professional as well, but they should be prepared to answer. The part-time pro may have a tougher time finding the answers, which is fine...by working together you will come to an agreement beneficial to all. On the other hand, if you run into a "full-time professional" who has a tough time answering these questions, I would consider other ways to invest your money!

#3 Program Content

- What are your particular program needs? Or can the presentation play anywhere?
- How many topics/programs do you have?
This is very important if you have multiple events no duplication of content!
- Do you offer other kinds of programs?

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#3 Program
Content (Cont'd)

- Do you incorporate/involve the audience and how?
- Do you offer any theme programs such as, reading motivation, anti-drug, conflict resolution, etc.
These programs are a big bonus because kids are much more open to a message when they are having FUN!
- Do you give out a souvenir for the kids to keep?
It's always nice if all the kids get something to take home whether they are up on stage or not.

#4 Support for
your Event!!

- Can you help in publicizing /advertising the event?
- Do you have any resources or connections to help put our event together?
Suppose at your event you want a balloon boquet at each table....does the speaker know of a company who does this? Or maybe you would like some suggestions for a caterer.

BE FOREWARNED THAT SOME MAY FEEL THAT THESE SERVICES FALL UNDER THE ARENA OF CONSULTING AND MAY ASK FOR PAYMENT ABOVE AND BEYOND THE COST OF THE SHOW.

Other Notes

Even if you don't hire Brian Richards to entertain at your event, don't hesitate to call with any questions you may have, I want your event to be a SUCCESS!

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