

Top 5 Reasons to book a Professional Speaker

By: Christine Corelli, Professional Speaker

1. They are professionals! They know how to grab and hold an audience.
2. They can provide information and ideas from a variety of industries.
3. They can generate enthusiasm for attending the meeting.
4. They can help people see things from a new perspective.
5. A dynamic professional speaker can make a huge impact on their performance after the meeting.



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If you are considering the services of a professional speaker, remember that while people love motivational speakers, what they really want and need is information and ideas. Engage the services of a professional speaker who will learn as much about your company prior to their program so your people know they've done their homework and have come prepared. Your people will get turned off immediately if they feel they are receiving a "canned" presentation.

Seek an experienced professional who can deliver a dynamic business presentation or training seminar with the right blend of valuable information, ideas, skills, audience participation, humor and inspiration. Most importantly, select one who is a master at audience participation and obtaining audience participation. That's a tall order, but the best speakers can deliver all of these and more.

When you hire your speaker tell them the results you want from the overall meeting and from their presentation.

If you are considering a speaker for an after-dinner presentation, book a humorist or stand-up comic for that slot. No one wants to listen to a business presentation after dinner.

Don't save the best for the last

Often companies take their people to a fancy resort for a several day meeting. They have booked a great motivational business speaker to end the meeting and send their people back to work pumped up and creatively charged.

If you are booking only one professional speaker, you will get more value for your money if you schedule them the first day or second day instead of the last. At the end of the conference, your people will be tired, anxious to get home and worried about making the plane. Their attention will not be focused on the program.



For more information contact Creative Impact Group at: 800-445-2171