

Here are some recommendations to help ensure your event exceeds expectations!

PRE-EVENT PREPARATION

SPEAKER'S PREFERENCES:

- Review and communicate the speaker's setup, seating arrangements, technical needs, and presentation requirements to relevant teams well in advance.
- Complete the Event Form and Customisation Questionnaire to help the speaker tailor their content for a stronger connection with attendees.
- Ensure the venue is presentation-ready by testing lighting, sound, internet, and stage setup.
- Accommodate the speaker's dietary preferences or restrictions if meals are provided.

CONTINGENCY PLANNING:

- Develop a backup plan for potential issues, such as technical failures or last-minute cancellations.
- Keep backup equipment on hand, including extra microphones, projectors, and cables.

EVENT TIMELINE:

- Create a detailed timeline and share it with all stakeholders, including the speaker, AV team, and volunteers.
- Include buffer times between sessions to account for any delays.

PROMOTING THE EVENT

- Highlight giveaways, book signings, or refreshments to boost attendance.
- Use event hashtags, teaser videos, and speaker clips to build excitement.
- Post short video clips, quotes, or key takeaways from the speaker's talks.
- Showcase their bio, qualifications, achievements, and unique value to the audience.



- Let attendees know they'll gain unique insights or stimulating ideas from the speaker.
- Build anticipation with social media countdowns leading up to the event.
- Advertise polls, Q&As, networking sessions, VIP meet-and-greets, or book signings.
- Promote that snacks or refreshments will be provided.

DURING THE EVENT

SCHEDULING & VENUE SETUP

- Schedule a break or light activity before the speaker's session to ensure the audience is refreshed and attentive.
- Ensure stage lighting is flattering and enhances visibility for both the audience and recording equipment.
- Test the sound system thoroughly to avoid feedback or dead spots.
- Use ushers or signage to guide attendees to sit closer to the front and avoid obstructed views.
- Consider reserved seating for VIPs or key stakeholders.
- Arrange a post-speech reception with book signings, networking, or meet-and-greets to enhance the attendee experience.

30-60 MINUTES BEFORE KICKOFF

- Introduce the speaker to the AV/tech team and photographer/videographer.
- Confirm and practice the introduction script with the person introducing the speaker.
- Provide the speaker with a copy of the introduction for review.
- Remove unnecessary items from the stage for a clean, professional look.
- Ensure the speaker has easy access to water and any materials they need.

- Set the atmosphere with background music that matches the event's theme and energy level.
- Welcome guests with door greeters to create a friendly first impression.

DURING THE PRESENTATION ...

- Encourage audience participation through live polls, Q&A sessions, or social media interactions.
- Monitor the event hashtag, engage with posts, and amplify audience content.
- Have a dedicated technical support person available to address issues immediately.
- Ensure the speaker knows who to contact if they encounter technical difficulties.
- Have a backup plan for unexpected tech issues.

POST-EVENT ACTIONS

- Send out surveys immediately after the event to capture attendees' impressions while they're still fresh. Include specific questions about the speaker's presentation.
- Provide insights to help them improve future presentations.
- Post testimonials, highlights, photos, and key takeaways. Tag the speaker, partners, and sponsors to extend the event's reach.
- Share photos, recordings, and other event assets.
- Recommend the speaker to other organisations if appropriate.
- Explore opportunities for working together again.
- Request suggestions for other high-quality speakers for future events.

A successful event is a mix of preparation, engagement, and post-event follow-up. Implement these steps, and you'll create an unforgettable experience for your attendees!



HOW TO BRING THE SPEAKER TO YOUR EVENT—EVEN ON A LIMITED BUDGET

Bringing the right speaker to your event is possible—regardless of budget! With the right strategy, you can secure funding through sponsorships, grants, collaborations, and alternative financial resources. Whether you're a corporate event planner, a university, or a nonprofit, there's a funding path for you. Here's how to make it happen!

1. PARTNER WITH OTHER ORGANISATIONS & SPLIT THE FEE

If you have limited funds or want to maximise impact, consider partnering with other organisations to co-sponsor the Speaker's appearance. This strategy allows you to share the Speaker's fee while increasing attendance and enhancing the event's reach.

- **Co-Sponsor the Speaker's Appearance:** Collaborate with other organisations or institutions in your network. Sharing the costs can make it more affordable and allow for higher attendance.
- **Multi-Presentation Discounts:** Book the Speaker for multiple sessions in one day. You'll get a significant discount on the cost per session.
- **Ideal for Multiple Departments, Schools & Universities:** If you're in an educational environment, pool budgets from various departments or nearby institutions to co-host an event.
- **Regional Partnerships:** Look for nearby organisations or businesses that might benefit from the Speaker's content. Regional co-hosting can reduce individual costs while still delivering value to your community.
- **Government-Sponsored Professional Development Programs:** Many regions offer funding for professional development that could cover the Speaker's fee. Consider tapping into these resources.

2. SECURE A CORPORATE OR COMMUNITY SPONSOR

Local businesses, corporations, and community organisations are eager for visibility and brand goodwill—especially when tied to education, leadership, or professional development. By partnering with them, you both get value.



SPONSOR BENEFITS:

- Increased brand visibility and recognition among engaged attendees.
- Positive public relations, especially if the event aligns with the sponsor's values.
- Community engagement opportunities that showcase the sponsor's commitment to social responsibility.

WHERE TO FIND SPONSORS:

1. CORPORATE SPONSORSHIPS

- **Large Corporations:** Look into their Corporate Social Responsibility (CSR) initiatives—many have budgets for education, leadership, and professional development.
- **Banks & Financial Institutions:** These businesses often sponsor initiatives supporting entrepreneurship, ethical leadership, or women in business.
- **Tech Companies:** Many tech companies invest in thought leadership and disruptive innovation, which aligns well with your Speaker's content.
- **HR & Consulting Firms:** They often fund leadership and executive development events.
- **Luxury & Lifestyle Brands:** If your event appeals to premium markets, brands like Rolex, Tesla, or Soho House may see value in sponsoring.

2. NGOS & FOUNDATIONS

- **Industry-Specific Nonprofits:** Foundations that focus on business ethics, mental well-being, or leadership may be interested in sponsoring or co-hosting.
- **Chambers of Commerce:** Local chambers often have budgets for professional development programs.
- **Women's Networks & DEI Initiatives:** If your message aligns with these values, these networks can be powerful supporters.

3. UNIVERSITIES & EDUCATIONAL INSTITUTIONS

- **Campus Banks & Corporate Recruiters:** Many university-level sponsors fund career fairs and leadership summits.
- **Business Schools & Executive MBA Programs:** These institutions often host thought leadership events and could be interested in a partnership.
- **Student Organisations:** Entrepreneur and leadership clubs frequently have funds for sponsoring professional development events.

4. PROFESSIONAL CONFERENCES & INDUSTRY EVENTS

- **Review Past Sponsors:** Look at the logos of previous sponsors on event websites or brochures—they may still have interest in partnering again.
- **Target Key Business Partners:** Identify companies already investing in professional development.
- **Industry Associations:** Many industry groups fund leadership initiatives and could see your event as a fitting match.

HOW TO SECURE SPONSORS:

- **Offer a Tiered Sponsorship Package:**
 - **Gold:** On-stage acknowledgment, logo on all materials, exclusive session with the Speaker.
 - **Silver:** Logo on event materials, mention in press releases.
 - **Bronze:** Logo on event website, social media shoutout.
- **Pitch the Right Way:**
 - **Lead with Impact:** Highlight the potential audience reach (who will see their brand?).
 - **Align with Their Goals:** Show how sponsoring this event aligns with their brand values (e.g., community engagement, promoting ethical leadership).
 - **Offer Tangible Benefits:** Give sponsors concrete perks—like exclusive networking opportunities, on-stage mentions, and press coverage.

3. EXPLORE GRANT & GOVERNMENT FUNDING

Grants are an often-overlooked funding source—especially in education, leadership development, and social impact initiatives. Consider applying for grants that align with the Speaker's topics of leadership, mental well-being, and sustainable business growth.

1. LEADERSHIP & BUSINESS DEVELOPMENT GRANTS

- **Values-Based Leadership Grants:** Supports programs fostering ethical leadership, human dignity, and meaningful contribution.
- **Entrepreneurship & Small Business Grants:** Funds programs that help business owners grow profitably and sustainably.
- **Workforce Development Grants:** Supports training on strategy, profitability, and leadership for long-term success.
- **Sustainable Business Growth Grants:** Funds initiatives promoting ethical, long-term business success.

2. MENTAL HEALTH & WELL-BEING GRANTS

- **Stress Reduction & Mental Resilience Grants:** Supports programs that help leaders and entrepreneurs reduce stress and avoid burnout.
- **Emotional Intelligence & Self-Awareness Grants:** Funds workshops on the illusion of knowing, self-perception, and decision-making clarity.

3. DIVERSITY, EQUITY & INCLUSION (DEI) GRANTS

- **Human Dignity & Inclusion Grants:** Supports initiatives that promote humanism, self-worth, and ethical leadership.



- **Social Impact & Ethical Business Grants:** Funds businesses that prioritize contribution and ethical growth.

4. EDUCATION, TRAINING & CAREER READINESS GRANTS

- **College & Career Readiness Grants:** Supports leadership training for students and young professionals.
- **Executive Education & Professional Development Grants:** Funds business workshops for ethical and impact-driven leaders.
- **NCLB Title I & Title IV Grants:** If framed as leadership and business education, these can apply to your programs.

5. SOCIAL & ECONOMIC IMPACT GRANTS

- **Social Entrepreneurship & Impact Investing Grants:** Supports business models that create social and financial impact.
- **Ethical Business & Corporate Social Responsibility (CSR) Grants:** Funds initiatives that promote human dignity and sustainable growth.

GRANT APPLICATION TIPS:

- Clearly outline the event's objectives and the community impact it will have.
- Provide a detailed budget and timeline for the event.

4. USE TRAINING & DEVELOPMENT BUDGETS

Some organisations may fund the Speaker's speaking fee through bulk book purchases rather than direct honorariums.

WHY CONSIDER BOOKS INSTEAD?

- **Different Budget Lines:** Book purchases often come from a separate training or educational budget, so reallocating funds from other programs can cover the cost.

- **Exclusive Benefits:** Bulk orders can include custom branding (your logo + message inside each book).
- **Added Value:** Books provide a tangible takeaway for attendees, offering long-term impact on their personal and professional development.

5. ALTERNATIVE FUNDING STRATEGIES

If you're still searching for funding, here are a few more options:

- **Crowdfunding Platforms:** Consider using platforms like Kickstarter, GoFundMe, or Patreon for long-term financial support.
- **In-Kind Sponsorships:** Seek donations like event venues, catering, or travel expenses from local businesses or sponsors.
- **Fundraising Events:** Host ticketed networking dinners, charity auctions, or other events to raise funds for your event.

FINAL STEPS: MAKING IT HAPPEN

Securing funding isn't about finding money—it's about aligning value. Show sponsors, schools, and businesses how the Speaker's presentation benefits them, and you'll unlock new funding opportunities you hadn't considered. Be proactive in reaching out to potential sponsors and funders.

- Use online grant databases.
- Network with other event planners.
- Consult grant writing professionals.

