

# **Sourcing and Selecting the Best Guest Speakers for Your Event**

Whether conducting a presentation or giving a keynote speech, audiences want someone genuine, credible, and trustworthy speaking to them. Your selected speaker(s) can be the most crucial component of your event, as they will represent your event and your organization.

Since a guest speaker can make or break the success of your event, choosing the right one is crucial. Your keynote guest speaker will add value to your marketing strategy by generating the hype necessary to promote your event.

Your guest speaker sets the tone for the entire event. This speaker is your spokesperson, and their reputation can either help or hinder yours. A good speaker can affect all of your outcomes, right down to the ticket price.

So then, how do you go about searching for the ideal speaker to make your next event a hit? Here are three pro tips on finding excellent speakers for your upcoming event:

## **Scope Out Social Media**

Social media can help you find speakers and determine whether their speaking style is suitable for your event.

For instance, if you're looking for a particular, well-known speaker or are endeavoring to discover new presenters, you'll most likely be able to view previous lectures or TED Talks on YouTube.

Other social media networks, such as LinkedIn, can aid in the investigation by providing details about a candidate's prior experience and career history. Social media sites will shed light on a speaker's subject-matter expertise and performance.

After identifying a speaker who piques your interest, you can undertake a more detailed internet search. Examine their various platforms and reviews to verify their legitimacy and ability to stay relevant.

## **Ask Your Audience**

What does your target audience want? What do they want to see more of? Your attendees may know or recommend exceptional event speakers. Conducting surveys can help you communicate directly with your audience and gather much-needed data.

Participating in forums and getting pertinent questions answered from the source will

ultimately aid you in learning precisely the type of speaker your upcoming event needs. You could also use this approach in your event marketing strategy to show potential attendees that the organizers value their input.

Remember that your audience's opinion matters. If you gather feedback confirming overall satisfaction with your event, aim to reproduce it on future events. Or, better yet, build on your achievements.

## **Good Old-fashioned Networking**

With the internet's abundance of tools at your fingertips, it's tempting to neglect real-life ties. While online resources can be pretty helpful, don't forget the old-fashioned way — pick up the phone and engage your network!

If you're experiencing difficulty locating a speaker, remember your connections. These contacts might be a priceless asset when it comes to preparing your next event. Additionally, do not be embarrassed to solicit references from friends and colleagues. You never know from where your next speaker may appear.

## **CSP Worldwide Solutions**

We're confident that these recommendations will assist you in locating an excellent speaker for your upcoming event. By securing the right speaker, you can accomplish a great deal for your event and association as a whole.

Connect with your friends at CSP Worldwide, your live and virtual event management and production company, for assistance sourcing, vetting, and managing your next big event's guest speaker.

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## **Event Budgeting 101: Avoiding Budget Blindspots**

Event planning can be both exhilarating and demanding, frequently at the same time. Whether you're planning a small product launch or a major corporate banquet, staying within budget is critical to increasing earnings and decreasing stress.

With such a long list of expenses, it's tempting to skip the planning stage and begin signing contracts with vendors immediately. While this may appear to be the simple option, you're setting yourself (and your staff) up for inevitable budget blindspots and leaks.

No matter what type of event you're coordinating, a solid budget is essential. Budgeting will help you cut costs, increase revenue, eliminate redundancies, and improve management. Without a budget, costs quickly spiral out of control, leaving profits on the

table.

In this post, we'll demonstrate how tackling your budget in two simple stages can alleviate some of the initial strain and assist you in developing a healthy budgeting routine over time.

## **Stage One: How to Create an Event Budget**

If you're wondering how to create an event budget, you've landed on the right article. Budget preparation involves identifying and estimating all potential sources of income and expenditure. Utilizing spreadsheets — the event planning coordinator's primary weapon in the war against chaos — will expedite your progress.

All conceivable expenses must be reported, classified, and monitored, from venue rental and marketing to food and sound. Additionally, all prospective revenue streams, from ticket sales and sponsorship to merchandising sales and participation fees, must also be identified.

To construct an adequate event budget, you need more than just a good guess. Take advantage of the many spreadsheet platforms and software systems that allow for various tweaks, automated calculations, and other refinements during the project life-cycle.

The following example list shows the most common categories of high-level event spending:

- Location (or platform, for virtual events)
- Guest speakers
- Staffing crew
- Branding and signage
- Food and drink
- Audience experience
- Marketing and promotion
- Event tech and equipment rentals
- Travel costs
- Staging and decor
- Emergency funds

Next, you will want to subdivide these broad categories further into more specific segments. For example, under the column for marketing, you might list costs for social media, web advertising, email marketing, and printed materials.

## **Stage Two: Post-event Settling and Insights**

If you've been keeping a sharp eye on all of your expenditures, this next step should be

a breeze. Following the conclusion of your event, you'll want to revisit your budget and contracts to ensure that you've met all financial responsibilities.

Additionally, you should ensure that your budget includes each and every expense down to the penny. Once you have a complete picture, you may transform the data into key insights. Beginning with the broad strokes and gradually narrowing in on the details helps guarantee that you've covered all of your financial bases.

We trust these recommendations assist you in initiating the process of developing a better event budget. Remember, it's vital to keep track of every expense associated with each of your events in order to stay within budget and learn from past spending.

## **Elevated Event Management**

Ready to take your event from the spreadsheet to reality? CSP Worldwide offers the best event planning Chicago has to offer, with global influence. When it comes to event management companies, we're second to none.

Whether you're a seasoned event planning coordinator or flying solo, CSP Worldwide has the expertise necessary to make your next event a smash hit.