



Name of Event

Speaker Brief Prepared for: [Insert Name of Speaker]



Enticing photos from
previous events, if available.

Conference Theme

What is the event about? What's the purpose?
Why are you hosting the event? Give this some thought and then provide your speaker with context around the event theme/focus.

We highly recommend drafting a formal write-up that can be leveraged in a number of other places like your website or email communications!



About the Event

DATE: When are you hosting the event? Does it span multiple days?

TIME: What time does the event start? What time does the event end? Can you include any specifics around the agenda? For example: When do doors and registration open? When does content start? Will there be a reception and when does that begin? Are there any events within the event you should highlight?

LOCATION: Where will the event take place? A single location or multiple locations?

FORMAT: Is the event single track, multi-track? Are there breakouts? If so provide those details here!

Event Attendees

AUDIENCE DEMOGRAPHIC

Consider putting all of the information below into charts or diagrams to represent the audience composition:

- How many people will be in attendance?
- What is the profile of the people in the room?
 - Fortune 2000 vs Small/Medium sized businesses
 - B2B vs B2C
 - Industry representation
 - Attendee title, department, job function

Include a list of businesses/individual attendees who joined your event last year!

Event Attendees

AUDIENCE PSYCHOGRAPHIC

Here is where you include a few sentences about your audience's mindset:

- Why is the audience there? What value are they hoping to obtain?
- What are they hoping to learn?
- What do you want your audience to leave with? How do you want them to feel?
- What is the audiences' level of understanding/level of experience?
- What is the audiences' stance/viewpoint on the theme of your conference?
- What is important to your audience?

Insights from Industry Leaders

THIS YEAR'S CONFIRMED SPEAKERS

List the speakers who have confirmed (if applicable).

If you don't have speakers confirmed, consider making a list of speakers you've approached or previous event speakers.

Full Name of Speaker, Title of Speaker, **Company**

What Makes Our Conference Different

THE DIFFERENCE

Draft a paragraph that details why your conference is different from all the others. There's a lot of competition so you want to really sell your event here!

Consider the 4 P's:

- People: who the speakers will meet at the event (audience and other speakers)
- Purpose: mission/theme
- Prestige: press coverage, audience interest
- Perks: pay to speak, covering expenses

Speaker Homework

Include information that shows you've researched the speaker.

Purpose is to boost your speaker's ego!

Consider including clippings from:

- Previous speaking engagements
- Social presence
- Editorial coverage
- Suggested topics for their session

Do we have your commitment?

Are you in?

Speaker Commitment

What will be required of your speakers? Here are some things to consider:

- Provide high-resolution headshot, bio, contact details, and social handles
- Do they need to stay for the entire day or just for their speaking commitment?
- Permission to be featured in external communications to promote the event
- Optional participation in pre-event interviews for internal and external press
- Do they need to use a provided presentation template?
- Do they need to include a key takeaway slide at the end of their presentation?
- What is the due date to confirm their session title and topic?
- Are you requiring speakers to submit presentation drafts? If so, when is the due date?
- When are absolute final presentations due?

Additionally, consider:

- Detailing out what you will do to help your speakers
- Calling out any deal breakers or things speakers should keep in mind when developing their content. For example: Attendees should walk away with key takeaways they can action and share. Standard corporate communication decks and sales pitches will NOT be accepted.