

Quick Tips for Speaking Venues:

**Attracting Speakers and
Speaking Events to Your Venue**



At the Podium

CONNECTING BUSINESS PROFESSIONALS TO SPEAKING OPPORTUNITIES

Attracting Speakers and Speaking Engagements to Your Venue

- **Make your venue attractive for speakers:** Speakers are in the business of speaking *at* a venue; they are not in the business of *running* the venue. So anything you can do to make a speaker's life, and business, easier and better, will only make your venue more attractive to them. Speakers share this information with their fellow speakers too. The more speaker-friendly your venue is, the more likely one speaker is to tell the next.
- **Have an in-house event coordinator:** Many facilities have an in-house event planner/coordinator to handle logistics from the venue side of an event. If you don't currently have an in-house planner/coordinator on your team, consider hiring an independent planner/coordinator, per-engagement, to manage your events. Build a history of well run events, and you'll soon find yourself in the position of being able to justify the investment in an in-house event planner/coordinator.
- **Invest in technology:** Having great technology, such as microphones, sound systems, projectors, pointers, lights, and more, will really make your location stand out to speakers. This is equipment that many speakers don't have, so having it on hand to offer will be one more reason for them to choose your location over others.
- **Amenities and perks:** If your facility offers lodging, give your speaker a free (or discounted) room and free parking. In the big picture,

these perks don't cost the business too much, and can definitely encourage repeat business.

- **Recommended speakers:** Create a list of "recommended speakers" from the speakers who rent your facility for their events. If another event client requests assistance with finding a speaker, you're then in the position of being able to provide the client with a list of speakers who've spoken at your venue. It's a nice way to return the favor to the speaker, while impressing both existing and perspective clients.
- **Contact speaking groups:** Look up your local chapter of the National Speakers Association (NSA), as well as Toastmasters and other speaking groups, and let them know your facility is available for engagements. You can even offer to host a meeting or event so people can see and experience your venue for themselves.
- **Event listing on your website:** Make sure to keep your website up to date with upcoming speaker events your venue is hosting. This is an easy and inexpensive way to market, to show the speaker that you are invested in them having a successful event, and to provide exposure for both the speaker and your venue.
- **Recommended providers:** Compile a short list of local product and service providers to share with your speakers. Make sure the list includes things they might need before, during, or after their event, such as photographers, videographers, salons, dry cleaners, printers, caterers, florists, etc.
- **Offer multi-event deals:** Give your speakers incentives for booking multiple events with you.
- **Flexible payment options:** For an independent speaker who is self-financing their own event, it can be cost prohibitive to come up with

large deposits. If you have the option, structure your space rental pricing and payment options to make it possible for speakers to rent your space more easily.

Are you someone who owns or works for an event venue that can host speaking engagements? We have speakers who need spaces of all sizes, from small meeting rooms to stadiums.

Whether your facility can seat 6, 600 or 6,000 ... you can get a free listing in our Speaker Members-Only Resource Directory.

Our paid Speaker Members have access to a members-only resource directory that lists venues like yours, of all sizes, for speaking engagements. We'll give you a free listing in the directory, and when our speakers need a venue, they may just be calling you! This is great free marketing and exposure for your venue.

Are organizations asking you for help with finding a great local speaker?

We can help you with that too! Our speaker directory is the perfect resource for finding a speaker that matches your needs.

You can go to www.AtthePodium.biz for more information, and to learn more about all the services we provide. You can also contact me personally:

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