

# *Selecting the right speaker for your event*



*By Geoff Weinstein*





*Not all keynote  
speakers are equal*

# *Types of Keynote Speakers*

*Celebrity*  
*Motivational*  
*Inspirational*  
*Entertainer*  
*Business Keynoter*  
*Expert | Educator*

*What's your budget?*

*What's your objective?*

*Which type of speaker fits your needs?*



# ***Celebrity Speakers***

Celebrity speakers are famous for something they've done or experienced. Audiences place high value on 'star power', so companies hire celebrities to boost attendance or create a buzz, rather than to deliver business content. Celebrities have the ability to set the tone and energy at your conference.

## ***Fit Factors***

## ***Typical Rating***

---

Emotional engagement	→	High during the speech
Entertainment value	→	High during the speech
Business content	→	None
Customization	→	None
Value 'beyond the talk'	→	Low
Fee	→	Very high
Focus on your problems	→	None



# *Entertaining Speakers*

Entertaining speakers are...entertaining. They use their unique talents to put on a stage show that captivates the audience. These performers specialize in areas such as music, comedy, acrobatics, magic, hypnotism, and drama. The shows are visually engaging and create excitement at corporate events. Their skills come at a price.

## *Fit Factors*

## *Typical Rating*

Emotional engagement	→	High
Entertainment value	→	Extremely high
Business content	→	None
Customization	→	None
Value 'beyond the talk'	→	Low
Fee	→	High to very high
Focus on your problems	→	None



# *Inspirational Speakers*

Inspirational speakers draw on emotional life experiences to engage and empower their audiences. Many of these speakers have overcome traumatic experiences or accomplished great things in life. In their speeches, they evoke feelings of sympathy, joy, or admiration. Their goal is to inspire people to apply their life lessons, follow in their footsteps, or take up a cause.

## *Fit Factors*

## *Typical Rating*

---

Emotional engagement	—————>	Very high
Entertainment value	—————>	Medium to high
Business content	—————>	Low
Customization	—————>	None
Value 'beyond the talk'	—————>	Low
Fee	—————>	High
Focus on your problems	—————>	None

# *Motivational Speakers*

Motivational speakers are energetic, exciting people who share their ideas on self-improvement and team building. They have a unique ability to energize a crowd with their enthusiasm, music, and challenging activities. This energy, if it lasts, has the potential to boost morale and inject a spark of new life into stagnant organizations.

## *Fit Factors*

## *Typical Rating*

Emotional engagement	→	High
Entertainment value	→	High
Business content	→	Low to moderate
Customization	→	Low
Value 'beyond the talk'	→	Low to moderate
Fee	→	High to very high
Focus on your problems	→	Low to moderate



# *Business Keynoters*

Business keynote speakers solve concrete business problems. They usually have a unique perspective and experience in a certain field, such as sales, social media, communication, or leadership skills. Good business speakers will research your company far in advance of the event, and seek to deliver customized solutions before, during, and after the speech itself.

## *Fit Factors*

## *Typical Rating*

---

Emotional engagement	→	Medium to high
Entertainment value	→	Medium
Business content	→	High
Customization	→	High to very high
Value 'beyond the talk'	→	High to very high
Fee	→	Moderate to high
Focus on your problems	→	Very high





# *Experts & Educators*

Experts and educators are brought in for their knowledge in a certain area. They usually deliver large volumes of content using PowerPoint slides. Their objective is to train, teach, or inform an audience. These speakers are typically the most affordable, but focus less on engaging audiences.

## *Fit Factors*

## *Typical Rating*

Emotional engagement	→	Low
Entertainment value	→	Low
Business content	→	Very high
Customization	→	Low to moderate
Value 'beyond the talk'	→	Low to moderate
Fee	→	Low to moderate
Focus on your problems	→	Moderate

# *Final Checklist*

- ✓ You're clear on your business objectives
- ✓ You know what problem you need to solve
- ✓ You know which type of speaker fits best
- ✓ You've researched different speakers
- ✓ You've made your decision based on fit

# *About Geoff Weinstein*

Geoff is an author, speaker, and consultant. He describes himself as being on a mission to revitalize business communication. Geoff has trained and coached thousands of people, and spoken at hundreds of workshops and events.

Call Geoff for a  
**FREE CONSULTATION**  
on your team's  
communication



416.368.2666  
geoff@geoffweinstein.com



[www.geoffweinstein.com](http://www.geoffweinstein.com)

Connect on LinkedIn

Twitter: @weinsg