

# THE ULTIMATE SPEAKER BOOKING GUIDE

As The Talent Concierge Artists Agency (TCAA), our mission is to streamline the process of hiring a speaker for your event. We understand the importance of finding the right voice to resonate with your audience and the intricacies involved in the booking process. With this checklist, we aim to provide you with a comprehensive guide to ensure a seamless experience from initial consultation to post-event follow-up. Let TCAA be your partner in creating an impactful and memorable event.



Research and shortlist potential speakers



Align speaker topics with event theme and goals



Inquire about speaker availability for event dates



Discuss and understand speaker fees and expenses



Confirm speaker with a signed agreement



Arrange travel and accommodation for speaker



Schedule speaker for event run-through



Prepare introduction and thank-you notes for speaker



Coordinate with speaker on A/V and presentation requirements



Plan for speaker's on-site assistance and requirements

## Pre-Event Planning Timeline

- **Initial Consultation (12 weeks out):** Begin with a detailed discussion to chart out your event's purpose and expectations with TCAA.
- **Budget Finalization (10 weeks out):** Establish a firm budget to guide the selection process and financial planning for your speaker.
- **Talent Selection (8 weeks out):** Choose a speaker who best fits your event's theme and will resonate with your audience.
- **Contract Finalization (6 weeks out):** Secure your speaker officially with a finalized and signed contract.
- **Logistics Confirmation (4 weeks out):** Ensure all logistics are in place, including venue, technical needs, and scheduling.
- **Event Briefing (2 weeks out):** Bring together all parties for a full briefing to ensure understanding of roles and event flow.
- **Technical Rehearsal (1 week out):** Conduct a full run-through with the speaker to troubleshoot and perfect the event's technical aspects.

## Day of Event

- Confirm speaker check-in at venue
- Ensure all technical equipment is functional
- Review event timeline with speaker
- Provide speaker with a point of contact for any needs

## Post-Event

- Collect feedback from attendees regarding the speaker
- Review speaker performance and event success
- Send thank-you note to speaker
- Finalize all payments and expense reimbursements