

Choosing A Speaker Bureau - Finding An Agent You Like Working With

There are many advantages to working with an experienced booking agent. First and foremost, working with a good agent can save you a lot of time and legwork. Most agents already have a cache of speakers they know and work with. They are familiar with these speakers expertise and how relevant their topics would be to your audience.

If your agent has done their homework well they would have already viewed promotional videos and have a good idea of each speakers presentation style on the platform. They can also negotiate on your behalf and simplify the booking process.

Furthermore, a good agent is one who:

- will be available to answer your questions and gives you honest unbiased answers.
- is one who, when asked, can give you good solid advice that helps you in your planning process.
- will always act with your best interests in mind and want to make you look like a hero.
- will be able to offer valuable insight and fresh ideas that contribute to the success of your event.
- is one that always follows through. Responds to messages or emails and is an effective communicator.
- will contact you after your meeting or event to make sure that everything went as planned.

Develop a relationship with a booking agent you feel comfortable with and enjoy working with and make them part of your event planning team. They will be a valuable addition to your team and help to make the process of selecting and booking the right speakers for your next event smooth and trouble free.

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