



EVENT SPEAKER ACTIVATION CHECKLIST

A Before, During & After Guide to Maximizing the ROI of Your Leadership Keynote Speaker

A practical resource for organizations looking to get more value from every speaker investment

BEFORE THE EVENT

Build anticipation before your speaker takes the stage

- ☐ Speaker announcement included in event marketing
- ☐ Speaker messaging aligns with event goals
- ☐ Speaker featured on registration page and website
- ☐ Speaker included in sponsor communications
- ☐ Promotional plan created before event day

DURING THE EVENT

Think beyond the keynote presentation.

- ☐ Audience engagement opportunities planned
- ☐ Professional photo and video coverage scheduled
- ☐ Team assigned to capture social content
- ☐ Sponsor visibility considered throughout speaker experience
- ☐ Key moments documented for future marketing

AFTER THE EVENT

Continue generating value after the event ends

- ☐ Event recap shared
- ☐ Speaker content repurposed
- ☐ Attendee follow-up sent
- ☐ Marketing assets organized for future use
- ☐ Speaker ROI reviewed with your team

Bogues Group Tip

The strongest events don't measure success by the keynote alone. They measure how that investment continues creating value before, during, and after the event

GREAT SPEAKERS

Create Great Events

GREAT STRATEGY

Creates Lasting Value

At Bogues Group, we help organizations source leadership keynote speakers and develop strategies that maximize their impact before, during, and after every event

READY TO MAXIMIZE THE ROI OF YOUR NEXT LEADERSHIP KEYNOTE SPEAKER?



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