



Before you book your next event speaker, use this checklist to ensure they're the right fit for your audience, goals, and organization.

Event Information

Event Name: _____

Event Date: _____

Audience: _____

Primary Goal of the Event:

- ☐ Educate
- ☐ Inspire
- ☐ Fundraise
- ☐ Celebrate
- ☐ Network
- ☐ Motivate
- ☐ Other: _____

Speaker Selection Checklist

Audience Fit

- ☐ Understands my audience's interests and needs
- ☐ Has experience speaking to similar audiences
- ☐ Can tailor their message to our organization
- ☐ Communication style matches the event atmosphere
- ☐ Creates an engaging and interactive experience

Expertise & Credibility

- ☐ Demonstrates knowledge of the topic
- ☐ Has relevant professional experience
- ☐ Shares practical, actionable insights
- ☐ Has positive reviews or testimonials
- ☐ Represents our organization professionally

Alignment With Event Goals

- ☐ Supports the purpose of our event
- ☐ Reinforces our mission and values
- ☐ Complements the event theme
- ☐ Leaves attendees with clear takeaways
- ☐ Creates a memorable experience

Promotional Value

- ☐ Willing to participate in event promotion
- ☐ Can provide a professional headshot and bio ☐

Available for interviews or media opportunities ☐ Has

an engaged social media presence (if applicable) ☐

Helps generate excitement before the event

Logistics

- ☐ Available on our event date
- ☐ Fits within our budget
- ☐ Contract and expectations are clearly outlined
- ☐ Technical requirements have been reviewed
- ☐ Travel and accommodations confirmed (if needed)

Questions to Ask Before Booking

- What does your presentation cover?
- How do you customize your presentation for different audiences? •
- What outcomes should attendees expect?
- Have you spoken at similar events?
- Can you provide references or testimonials?
- What technology or equipment do you require?
- Are you available for media interviews or audience Q&A? •
- What promotional materials can you provide before the event?

Final Evaluation

Rate each category from 1–5.

Category Rating

Audience Fit ☐1 ☐2 ☐3 ☐4
☐5

Expertise ☐1 ☐2 ☐3 ☐4
☐5

Engagement ☐1 ☐2 ☐3 ☐4
☐5

Promotional Value ☐ 1 ☐ 2 ☐ 3 ☐ 4

☐ 5

Logistics ☐ 1 ☐ 2 ☐ 3 ☐ 4

☐ 5

Overall Recommendation:

☐ Excellent Fit

☐ Good Fit

☐ Consider Other Options

☐ Not Recommended

Need Help Finding the Right Speaker?

Bogues Group helps organizations identify, secure, and manage speakers who align with their audience, goals, and brand values. From outreach and negotiations to contracts and logistics, we handle the details so you can focus on delivering an unforgettable event.

Learn more: <https://www.boguesgroup.com>