

# 43 INTELLIGENT QUESTIONS TO ASK EVENT ORGANIZERS BEFORE ACCEPTING TO SPEAK



Before you get all excited and accept speaking at an event, it's important to ask these questions to make sure you're the right fit and it's worth your while.

These questions will help you prepare for a conversation with an event organizer.

These questions will also help you to filter speaking opportunities whether you're speaking for FREE (to sell your offers) or speaking for a FEE.

Always look at the event website and do your research before asking questions.

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## BASIC INFORMATION

1. What are the objectives/theme of the conference/workshop?
2. Who is organizing and sponsoring it?
3. Who is the audience (seniority, age, profile)? What pain points do they have? What aspirations do they have?
4. How many people do you anticipate will attend this event this year?
5. Is the audience paying to be there?
6. Are there different tiers of tickets? Like regular, VIP, etc?
7. If this event was hosted previously, how many people attended?
8. If this event was repeated, how many years and how many times have you hosted it?
9. Typically, what's the percentage of people who are re-attending this event?
10. Will the event be streamed live?
11. What is the attire that most attendees wear to your event?

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## MARKETING

12. How do you usually do the marketing for the event?
13. What's your marketing budget? Do you know your cost per attendee?
14. How do you monetize from the event? Ticket sales? Sponsorships? Selling from stage? Selling booth space?
15. Do you expect me to market the event? Are the other speakers promoting the event to their lists?
16. If you don't mind me asking, how much revenue does the event typically generate?

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## COMPETITION & COLLABORATION

17. Who spoke at the previous conference that made the MOST lasting impact? And why?
  18. Who spoke at the previous conference that made the LEAST impact? And why?
  19. How many other speakers do you have?
  20. Are they paid speakers or do they sell only from the stage?
  21. Who will be speaking right before, after, or concurrently to my presentation?
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## EXPECTATIONS

22. How long would you like my presentation to be?
  23. When my speech/presentation/session is over, what [information/feeling/action plan] do you want participants to walk away with?
  24. What do you NOT want me to do on stage? What do you want me to do on stage?
  25. What is the effect you want my talk to have on the audience?
  26. Will there be an opportunity for an open Q+A?
  27. Where is the event going to take place?
  28. How long is the event? One day? Multi-day?
  29. How are travel and accommodations handled?
  30. What is your budget? (There are other perks you can ask for, including contact info for attendees, a booth, an ad in the conference agenda, an opportunity to meet with key stakeholders before and after to understand the organization's challenges, and of course the ability to CLOSE, etc...)
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## AUDIENCE INTERACTION

31. How can I connect with the audience afterwards?  
How can I connect with the audience before the presentation? Is there a chat group for attendees?
32. Am I able to sell (books, programs, products) at the event?
33. If not, may I make a free offer at the end of my presentation?
34. Do you want me to offer handouts?

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DRAGON 100™

## AUDIO & AV SETUP

35. What is the set up for the room where I'll be speaking? Theater style? Round table?
36. What is your process for printing / approving materials?
37. What is the set up for slides?
38. Will this be recorded?
39. Who will introduce me and share my bio before taking the stage?
40. Can I play videos before or during my presentation?
41. What type of equipment will be provided (microphone, AV, etc.)?
42. What equipment do I need to bring?
43. Is there someone to help with set up/tech as I'm taking the stage?