



Securing Your Next Guest Speaker

Questions to consider: *Questions your team should know before you make the call.*

- What is the purpose of the event?
- Does the speaker have certain topics they have already developed or will you ask them to develop a topic?
- What do you hope will happen as a result of this event?
- How does this speaker's content help you advance the spiritual formation of your women? Will it complement the overall mission and vision of your church?
- What are the speaker's theological convictions?
- What is your budget for a speaker?
- Does this speaker have a set fee?
- What are your women currently studying? What is the current sermon series?
- What is your intended audience? (Christian/Non-Christian or mixed, young girls, older women, young moms)
- What is the schedule of your event? Are you open to the speaker's input on this?

Communication is key: *Hints towards building a relationship with a speaker.*

- Prayer is one of the most important aspects of communication. Ask early and often about how you can pray for the speaker.
- Assign one person to be the point person for all vital communication by writing, phone or email.
- Communicate in writing exactly what you are asking a speaker to do and any deadlines for publicity or travel arrangements that are needed.
- Discuss travel arrangements early: Will they travel by air? Do they have a frequent flier account? Will they make their own arrangements and be reimbursed or will the team make the arrangements? Will there be someone to pick them up from the airport and if so, how will they connect? Will they be driving and will you reimburse mileage? Make sure to give them detailed directions. Take into consideration whether the speaker is traveling between time zones.
- Setting an honorarium: Consider the number of times they will speak, preparation time, travel time, and any other costs that would be involved.
- Send the speaker all event publicity pieces.
- Will the speaker have handouts that need to be copied?
- Do they have any audio/visual, equipment or teaching tools needs?

Care for the speaker: *Caring for you speaker will yield big benefits*

- Assign a few women to care for the speaker prior to the event through prayer and sending notes of encouragement.
- While onsite, have those same women as liaisons to care for the immediate needs of the speaker: getting water, problem solving, etc.
- Does the speaker have a preference on where they will stay, in a home or hotel?
- What are some of the speaker's favorite things? Perhaps prepare a gift basket with favorite snack or drinks.
- Make sure to follow-up with thanksgiving and helpful feedback for the speaker.

- Karen Hodge