Agenda

• Engaging Speakers
• MPI Resources
• Speaker Checklist
• Call for Presentations

• Evaluating Speakers
• Speaker Coaching Call
• Audio Visual Tips
• Unique Formats
# Engaging Speakers: Selection Criteria

<table>
<thead>
<tr>
<th>Budget</th>
<th>Objectives</th>
<th>Content</th>
<th>Type</th>
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</thead>
</table>

By signing up, I am agreeing to receive MPI's monthly events industry newsletter and I have read and agreed to MPI's Privacy Policy.
<table>
<thead>
<tr>
<th>Speaker Type</th>
<th>Useful For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Speakers</td>
<td>Keynotes and general sessions</td>
</tr>
<tr>
<td>Moderators &amp; Facilitators</td>
<td>Conversations, discussion and collaborations</td>
</tr>
<tr>
<td>Industry Experts</td>
<td>Breakout sessions, demonstrations, labs</td>
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<tr>
<td>Academic Speakers</td>
<td>Research and trends breakouts</td>
</tr>
<tr>
<td>Live Event Host / Emcee</td>
<td>Keeping an event on track, summarizing learning</td>
</tr>
<tr>
<td>Virtual Hosts</td>
<td>Engaging remote audience members</td>
</tr>
<tr>
<td>Performers &amp; Entertainers</td>
<td>Entertainment, or linking education with music, dance, art</td>
</tr>
</tbody>
</table>
RESOURCES

eSpeakers
• Search 11,883 speakers by name, topic, years of experience and CMP Domain
• Watch videos, read customer reviews and see availability dates
• Post event details, RFPs and budgets

MPI Webinars
• $1,000 fee
• MPI created event page, schedule a rehearsal with your speaker and facilitate your online experience live.
• Half-day and full-day virtual summit options are also available.
MPI Certificate Programs
• Topics include safety and risk management, meeting essentials, leadership training and much more.
• Costs depend on the length of the program.
• Working on licensing model for where chapters would pay a fee and get to keep the tuition income.

MPI Foundation Grants
• Apply for grants up to US$4,999 for the development of education at the chapter level
• Branded chapter grants include bringing MPI’s Women in Leadership certificate to your region.

Meetings Outlook
• Quarterly future-focused data on new trends and innovations
• https://www.mpiweb.org/education/publications
MPI Academy Speakers
• MPI’s subject matter experts to facilitate engagement at your next chapter education event.
• Keynotes, breakouts, and
• Topics such as strategic meetings management, experiential design, and future trends
• Chapters receive a discounted rate (US$1,500 + travel and accommodations)

MPI Staff & Board Speaker Program
• Through eSpeakers, request a MPI headquarters executive or board member to give MPI updates and marketplace trends.
• No speaker fee for these updates, but must travel and accommodation must be included.
Chapter Demographics

• Who are your chapter members?
• Where are they geographically concentrated?
• What is your planner to supplier ratio?
• What industries do they represent?
• How many are novice vs. managerial vs. executive level?
• What are they interested in?
• What keeps them up at night?
• Why do they choose to come to your events or stay home?
• What do they want out of MPI Membership?
Speaker Selection Tips

• Survey your membership about what they want to learn and who they’d like to see
• Ask other VPs of Education about programs their membership loved
• Ask MPI Academy about top-ranked WEC, EMEC and IMEX speakers & topics

• Use survey and demographic data to create your call for proposals
• Look at other industry events
• Appeal to seasoned members as mentors, forum facilitators, panel members and “featured experts"
CALL FOR PROPOSALS

• Narrative or topics for education
• Submission deadline

• Each session proposal must
  o Be submitted separately and include a session description
  o Include three expected learning outcomes.

• A biography of the presenter(s)
• Video sample

• Which topic area the submission addresses
• A description of how the speaker plans to involve participants in their session
YOU’RE AS DETAILED AS POSSIBLE WITH THE EVENT NARRATIVE AND TOPICS BUT YOU STILL RECEIVE A PROPOSAL ON “HOW TO PLAN A FUNERAL”.
## CHOOSING THE RIGHT SPEAKERS

**S = Speaker**  
**Rate = Weight of the criteria**  
**Score = X / 5**

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<td>Relevant topic</td>
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### REQUIRED CRITERIA

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<tr>
<td>Available on event date</td>
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<tr>
<td>Has not spoken here in last two years</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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### WEIGHTED SCORE

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<tr>
<td>Total</td>
<td>72</td>
<td>89</td>
<td>85</td>
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YOU LOVE THE PROPOSAL AND GIVE IT 100%
BUT YOUR COWORKER HATES IT AND
SCORES IT 0%. IT AVERAGES A 50% AND
DOESN’T MAKE IT TO THE FINAL CUT.
SPEAKER COACHING CALLS

- MPI and Event Background
- Event Theme and Design
- Attendee Demographics
- Speaker Expectations & Best Practices
- Session Details
- AV Details
- Diagram
- Survey Details
- Travel Bookings
- Sponsorship
- Social Media
- Onsite Contact Information
YOU DO A THOROUGH SPEAKER COACHING CALL BUT YOUR SPEAKER STILL SHOWS UP WITH A KEYBOARD AND SINGS OPERA DURING HER SESSION.
YOU DO A COACHING CALL WITH THE MODERATOR BUT A PANELIST COMES TO THE SESSION, UNPLUGGS THE LAPTOP, AND PLUGS IN THEIR MAC BOOK PRO AND CRASHES THE AV SYSTEM.
Unique Learning Formats
Spectrogram
Roundtable Sessions
“Tonight Show” Panel
Unconference
Fishbowl
Speed Geeking
Knowledge Café
Mini-lecture
Dotmocracy

Meeting Design

Catering Trends

Safety & Security

Strategic Management
Pecha Kucha & Ignite
Storyslam
Open Mic
Buzz Groups
Unique Seating Arrangements

- Theater in the Round
- Fishbowl
- Café-style (4-tops/lowboys)
- Football
Audiovisual Tips

• “Standard” AV: screen (with tripod), projector and the cables.
• Set up/tear down and labor fees in addition to service and tax.
• Lav (lavalier), wireless mic and/or catchbox.
• Presentations/sponsors with sound and video, ask the AV team to provide a laptop audio patch.
• Music license with BMI or ASCAP to play music at your event.
• If you have multiple laptop/video/PPT feeds, ask for a switcher.
• Be onsite at least 60 minutes early to test the technical set-up with the speaker(s).
Site Selection Tips

• Think outside the ballroom.
• Don’t forget that special facilities like zoos and museums have meeting space too.
• Government buildings like libraries and university/college campuses offer budget-friendly meeting spaces.
• Some restaurants offer free meeting space with the purchase of food.
• Search for venues and vendors on mpiweb.org