

MOTIVATIONAL SPEAKING BUSINESS

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Introduction

Motivational speakers give inspirational and informative speeches to groups of people. They are hired by businesses, schools, resorts, and communities to speak on topics such as achieving personal or financial success, living a healthy lifestyle, or organizing one's personal life or business. Speakers must tailor their message to their audience, whether it is a class of high school students or a group of business executives.

Why More Businesses are Hiring Motivational Speakers

While motivational speakers have been around for years, many businesses are now choosing to hire them to bring a breath of fresh air to their employees. Many times when a business becomes stagnant and gets stuck in the same negative cycle of thinking, it needs a spark plug to get everyone excited. This is where a motivational speaker comes in. Let's now go over some of the primary reasons that businesses are choosing to hire professionals for this service.

Expertise

Perhaps the biggest reason is simply the body of knowledge that most motivational speakers possess. Regardless of the industry, the majority of these individuals will have years or even decades of experience that they can share with others. Since they've been there before and understand which tools it takes for success, motivational speakers can offer critical insights into how an industry works. They can also provide some helpful tips that should inspire employees to do their jobs the best they can. Often, speeches can serve as a way to help employees take action and become more efficient at their jobs.

New Ideas

One problem that many businesses run into is stale, out-dated ideas that come from the same department leaders. When this happens, it can greatly reduce a business's overall level of efficiency and effectiveness. Motivational speakers are beneficial because they can serve as a catalyst for change. Often, having an outside opinion that's up to date within an industry is all it takes to jump start positive change and help a company build momentum. Even if a business is hesitant to outside influence at first, it's exactly what it needs to improve in many cases.

Objectivity

Sometimes the leaders of a business get stuck in a rut and lose their sense of objectivity. This can really become problematic when a business loses touch with its target audience and thinks it always knows what its customers want. Hiring a motivational speaker is a great way to combat this situation because they will usually tell it straight even if it's not necessarily what a business wants to hear. By listening to a voice of reason, a business will often gain the edge it needs to make the necessary changes that can propel it into the future.

Inspiration

Along with all these advantages, the amount of inspiration that motivational speakers can bring is extraordinary. Even if they don't bring about any earth shattering changes, an inspiring speech is sometimes all it takes to give a business a boost. Motivational speakers are also masters of giving people a feeling of purpose which usually translates to increased productivity. Consequently, a business will often experience better teamwork, a smoother workflow and increased sales.

Motivational Speaker Success Secrets

Here is perhaps the best kept motivational speaker success secret.

Successful motivational speaking is not simply a result of speaking professionally from a script that you have memorized.

You need to connect with your audience in an INTIMATE way.

It doesn't matter how clever, interesting or meaningful you think what you have to say is.

The greatest seminar leaders and inspirational keynote speakers “get inside” their audience's heart, mind and soul.

Here is one motivational speaking technique for accomplishing this.

Imagine a triangle connecting you, the motivational speaker, with your audience.

You are at one base-angle and your audience is at the other.

To top angle of the triangle for successful motivational speaking is where you and your audience unite.

I'm using the symbol of the triangle because it unites 2 points into one. You want to imagine that you and your audience are one.

Imagine that the line of the triangle is a kind of circuit uniting you.

Imagine that through that circuit you feel what they feel and they feel what you feel.

Finally, imagine that what you are feeling, your audience is feeling.

Now comes the fun part. Direct your feelings.

Work your feelings into feelings of confidence, love, camaraderie ... you want to feel a sense of harmonious bonding with your audience.

The next step for great motivational speaker success is to make eye-contact with specific audience members.

Choose one person at a time to speak directly to, with a feeling of sincerity.

Imagine that you are really connecting with this person. That you are having a deep, intimate moment together as you speak.

Watch that person's eyes to sense ways that you may need to adapt your presentation while speaking to him or to her, to make a better connection.

Go through the room in this way, connecting with one individual at a time in this special manner.

After spending about 10 seconds focusing on one person, adjust your focus to gaze upon the whole group. *Relate for a while with the group as a whole as one person.*

A few moments or a few minutes later (you will get a comfortable feel for your own rhythm with practice), focus on one person again.

Continue this pattern of rhythmic alternation of focusing your attention on one member of the audience, then upon the audience as a whole, then back to one again, through your entire motivational speaker presentation.

The entire time, maintain the feeling within yourself that you are at one with this audience, that you are close, that you are best friends.

Here is another, related motivational speaker success secret.

It's also important for great motivational speaking to AVOID GETTING STUCK on your planned talking points. Be open to receiving and sharing new, inspiring ideas coming to you on the spot.

This helps you to feel freshly inspired, which invigorates the audience through your triangle-

connection.

After one of my motivational speaking events, I almost always write down some new, inspiring insights I received while presenting.

I do this so that I can remember to apply the insight for my own success, not just to incorporate into a future presentation.

That is why I sincerely share with my audience that I am my best student.

I only share motivational wisdom that I apply in my own life, self-help guidance that works for me.

This is another success secret of the great motivational speakers, because it brings the ring of conviction and sincerity into the message they share, which helps the audience to believe in it and to value that message.

A really successful motivational speaker is for REAL.

7 Powerful Public Speaking Tips From One of the Most-Watched TED Talks Speakers

You'd never know it, but Simon Sinek is naturally shy and doesn't like speaking to crowds. At parties, he says he hides alone in the corner or doesn't even show up in the first place. He prefers the latter. Yet, with some 22 million video views under his belt, the optimistic ethnographer also happens to be the third most-watched TED Talks presenter of all time.

Ironic for an introvert, isn't it? Sinek's unlikely success as both an inspirational speaker and a bestselling author isn't just dumb luck. It's also not being in the right place at the right time or knowing the right people. It's the result of fears faced and erased, trial and error and tireless practice, on and off stage.

We caught up with Sinek to pick his brain about how he learned to give such confident, captivating and meaningful presentations and how others can, too.

Here are his top seven secrets for delivering speeches that inspire, inform and entertain. (For more helpful pointers on how to wow an audience, check out his free 30-minute class on Skillshare now. It's titled *How to Present: Share Ideas That Inspire Action*.)

1. Don't talk right away.

Sinek says you should never talk as you walk out on stage. "A lot of people start talking right away, and it's out of nerves," Sinek says. "That communicates a little bit of insecurity and fear."

Instead, quietly walk out on stage. Then take a deep breath, find your place, wait a few seconds and begin. "I know it sounds long and tedious and it feels excruciatingly awkward when you do it," Sinek says, "but it shows the audience you're totally confident and in charge of the situation."

2. Show up to give, not to take.

Often people give presentations to sell products or ideas, to get people to follow them on social media, buy their books or even just to like them. Sinek calls these kinds of speakers "takers," and he says audiences can see through these people right away. And, when they do, they disengage.

"We are highly social animals," says Sinek. "Even at a distance on stage, we can tell if you're a giver or a taker, and people are more likely to trust a giver -- a speaker that gives them value, that teaches them something new, that inspires them -- than a taker."

3. Make eye contact with audience members one by one.

Scanning and panning is your worst enemy, says Sinek. "While it looks like you're looking at everyone, it actually disconnects you from your audience."

It's much easier and effective, he says, if you directly look at specific audience members throughout your speech. If you can, give each person that you intently look at an entire sentence or thought, without breaking your gaze. When you finish a sentence, move on to another person and keep connecting with individual people until you're done speaking.

"It's like you're having a conversation with your audience," says Sinek. "You're not speaking *at* them, you're speaking *with* them."

This tactic not only creates a deeper connection with individuals but the entire audience can feel it.

4. Speak unusually slowly.

When you get nervous, it's not just your heart beat that quickens. Your words also tend to speed up. Luckily Sinek says audiences are more patient and forgiving than we know.

"They want you to succeed up there, but the more you rush, the more you turn them off," he says. "If you just go quiet for a moment and take a long, deep breath, they'll wait for you. It's kind of amazing."

Sinek believes it's impossible to speak too slowly on stage. "It's incredible that you can stand on stage and speak so slowly that there are several seconds between each of your words and people... will... hang... on... your... every... word. It really works."

5. Ignore the naysayers.

Dismiss the people furrowing their brows, crossing their arms or shaking their heads "no." Instead, focus only on your supporters -- the people who are visibly engaged, enjoying your presentation and nodding "yes." If you find the audience members who are positively interacting with you, you'll be much more confident and relaxed than if you try to convince the naysayers.

6. Turn nervousness into excitement.

Sinek learned this trick from watching the Olympics. A few years ago he noticed that reporters interviewing Olympic athletes before and after competing were all asking the same question. "Were you nervous?" And all of the athletes gave the same answer: "No, I was excited." These competitors were taking the body's signs of nervousness -- clammy hands, pounding heart and tense nerves -- and reinterpreting them as side effects of excitement and exhilaration.

When you're up on stage you will likely go through the same thing. That's when Sinek says you should say to yourself out loud, "I'm not nervous, I'm excited!"

"When you do, it really has a miraculous impact in helping you change your attitude to what you're about to do," Sinek says.

7. Say thank you when you're done.

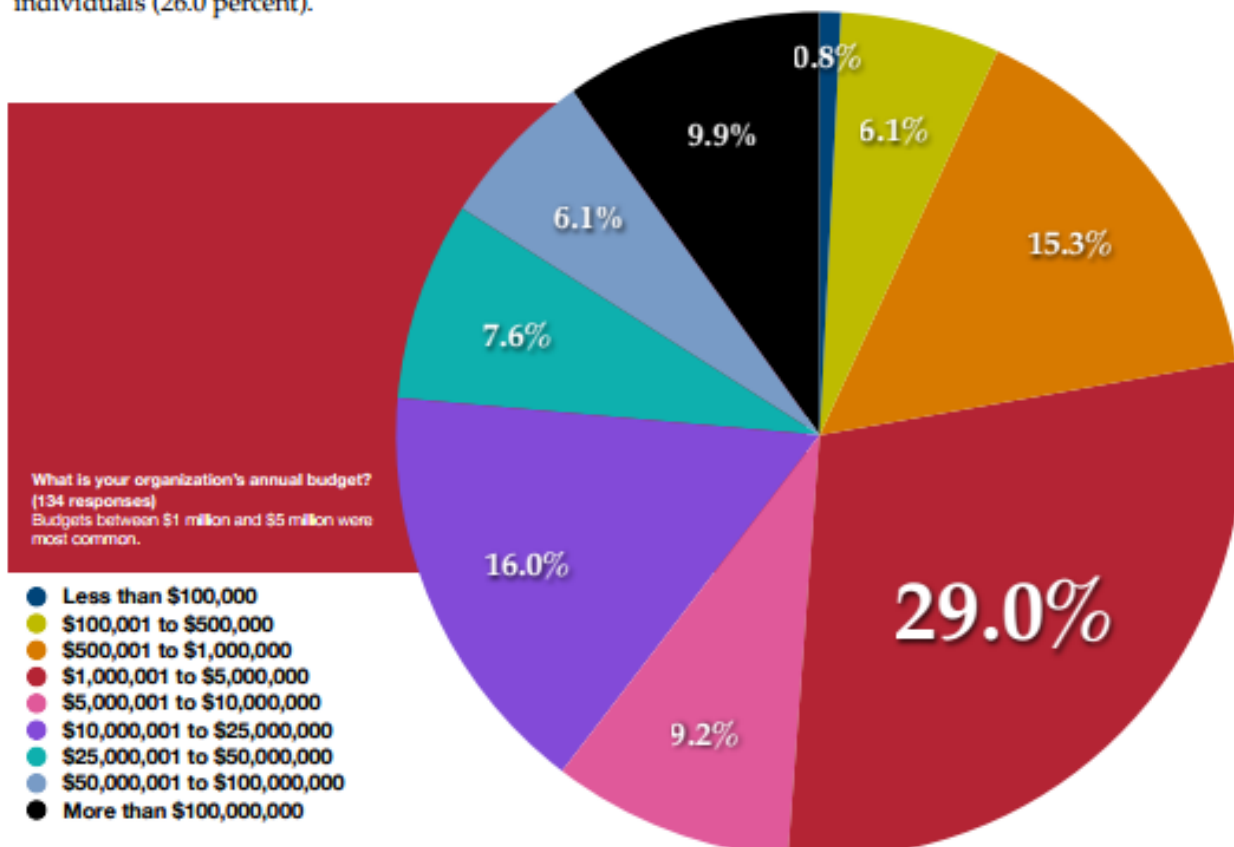
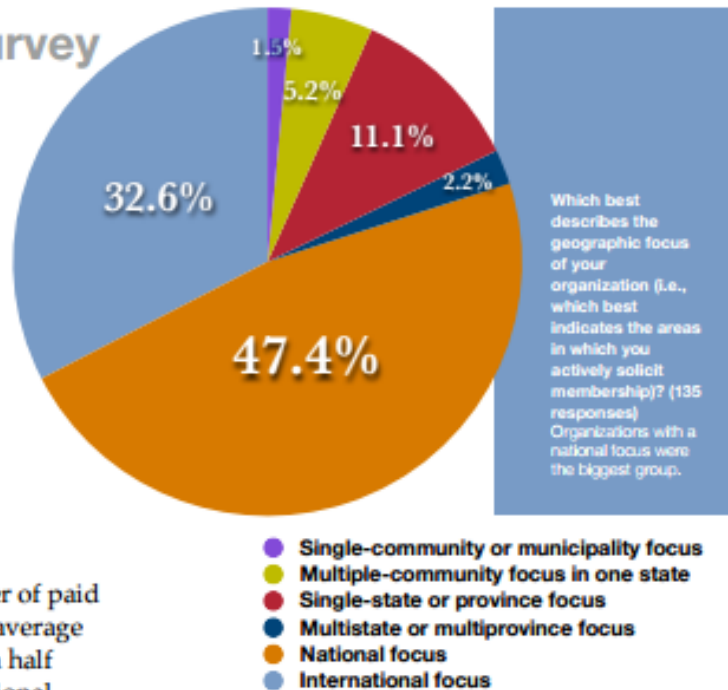
Applause is a gift, and when you receive a gift, it's only right to express how grateful you are for it. This is why Sinek always closes out his presentations with these two simple yet powerful words: thank you.

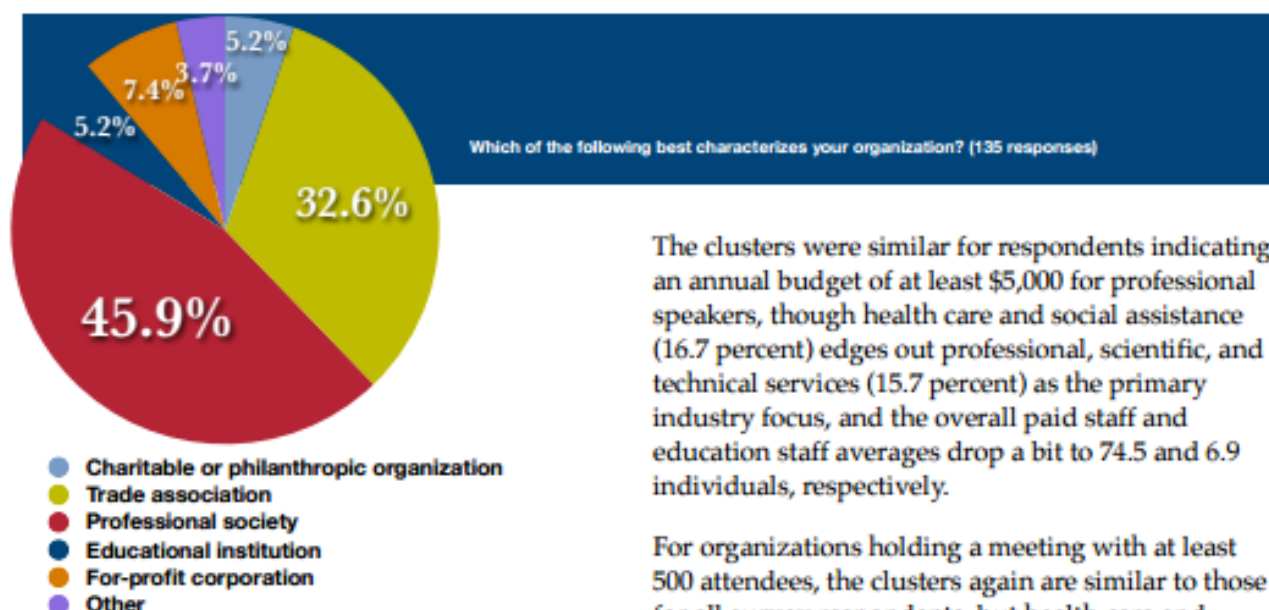
"They gave you their time, and they're giving you their applause." Says Sinek. "That's a gift, and you have to be grateful."

Demographic Data Who Answered the Survey

Responses to the survey were distributed across a broad range of organizations—from those with one paid staff person and annual budgets of less than \$100,000 to those with more than 900 staff and budgets over \$100 million.

The largest clusters of survey respondents overall were nationally focused organizations (47.4 percent), organizations with annual budgets between \$1 million and \$5 million (29.0 percent), professional societies (45.9 percent), and organizations working in professional, scientific, and technical services (17.0 percent). The average number of paid staff across all organizations was 84.9; the average number of paid staff who spend more than half their time working in education or professional development was 8.9. The most common membership size was between 1,001 and 5,000 individuals (26.0 percent).





The clusters were similar for respondents indicating an annual budget of at least \$5,000 for professional speakers, though health care and social assistance (16.7 percent) edges out professional, scientific, and technical services (15.7 percent) as the primary industry focus, and the overall paid staff and education staff averages drop a bit to 74.5 and 6.9 individuals, respectively.

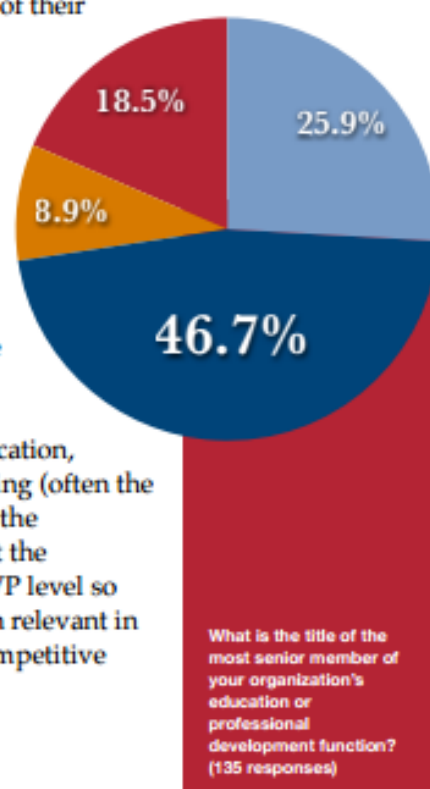
For organizations holding a meeting with at least 500 attendees, the clusters again are similar to those for all survey respondents, but health care and social assistance (16.8) and education services (16.0) beat out professional, scientific, and technical services (15.1) as the primary industry focus.

Which of the following classifications (from the North American Industry Classification System, or NAICS) most closely aligns with the audience served by your organization? If you wish to review the classifications to see where your organization fits, you may do so at <http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2007>. (135 responses)

Administrative and support and waste management and remediation services	0.7%
Agriculture, forestry, fishing, and hunting	1.5%
Arts, entertainment, and recreation	2.2%
Construction	1.5%
Education services	14.1%
Finance and insurance	7.4%
Healthcare and social assistance	16.3%
Information	3.0%
Management of companies and enterprises	2.2%
Manufacturing	5.2%
Mining	0.7%
Professional, scientific, and technical services	17.0%
Public administration	1.5%
Real estate and rental and leasing	4.4%
Retail trade	3.0%
Transportation and warehousing	0.6%
Utilities	2.2%
Wholesale trade	0.7%
Other	14.8%

Leading Education and Professional Development

For almost half of respondents, the title of the most senior member of their organization's education or professional development function is director (46.7 percent). We advocate groups, especially those that provide certification or continuing education, lead their learning (often the raison d'être of the organization) at the executive and VP level so they can remain relevant in increasingly competitive times.



VP Director Manager Other

Organizations use professional speakers more and spend more. In 2011, the average number of professional speakers used per year was 11.2. In 2013, the average is 14.6. The 2013 survey respondents are also spending more for their professional speakers. In 2011, under half of respondents (45.7 percent) had an annual speaker budget over \$30,000. In 2013, over half (53.5 percent) have a budget over \$30,000. These increases are accompanied by an increase in sponsorship support—27.3 percent of organizations report using sponsorship more in the past two years, up from 16.2 percent in 2011.

2. Speaker bureaus are one option for do-it-yourselfers, not a sole source. While only 7.3 percent of 2013 respondents say they always use a speaker bureau for recommending and hiring professional speakers, 74.2 percent use bureaus frequently or sometimes. Many meeting and education professionals are opting for a blended approach to finding and hiring professional speakers that combines a speaker bureau with their own independent research or sources—of nine named idea sources for new professional speakers, speaker bureaus ranked right in the middle, after the more DIY options of recommendations from peers, members, and staff.

3. Hiring decisions are shifting from the C-suite to the education department. In 2011, the VP or director of education or professional development decided which professional speakers to hire only 13.5 percent of the time. Among 2013 respondents, this jumped to 22.7 percent. In 2011, the C-suite ranked first among decision-makers; in 2013, the top dogs have dropped to third, behind the board or a volunteer committee and the VP of education.

4. Organizers expect more from their professional speakers. In 2013, 66.1 of the survey respondents who hire professional speakers are looking for them to put in more than just their time on stage. This is up from 56.6 percent two years ago. Conference organizers want to get more value from their speaker investment, especially when it comes to leveraging content marketing and maximizing sponsors' return on investment.

5. What's in a name? Maybe not that much. Under a third (28.3 percent) of 2013 respondents believe a "big name" speaker is very or extremely important for attracting registrants.

6. Proposal review is too nice. A third (33.3 percent) of 2013 respondents indicate they accept 60 percent or more of submissions that come in through their call for proposals, and almost another third (29.0 percent) accept between 40 and 59 percent of submissions. Organizations that want to lead their industry and differentiate with the highest-quality education probably need better filters.

Key Findings Top Take-Aways from The Speaker Report "Big name" speakers may be just that—a name and nothing more.

THE SPEAKER REPORT 2013 12!KEY FINDINGS

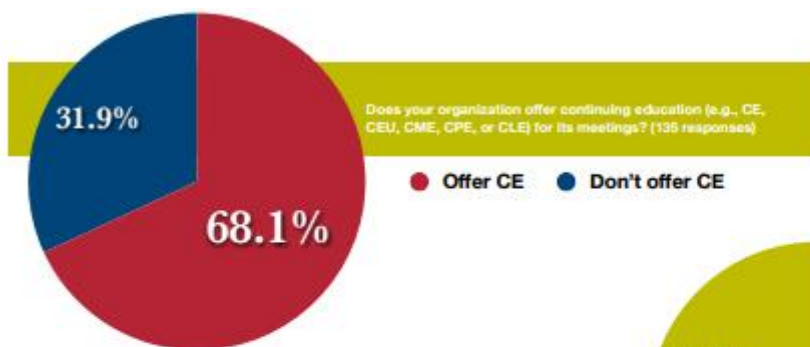
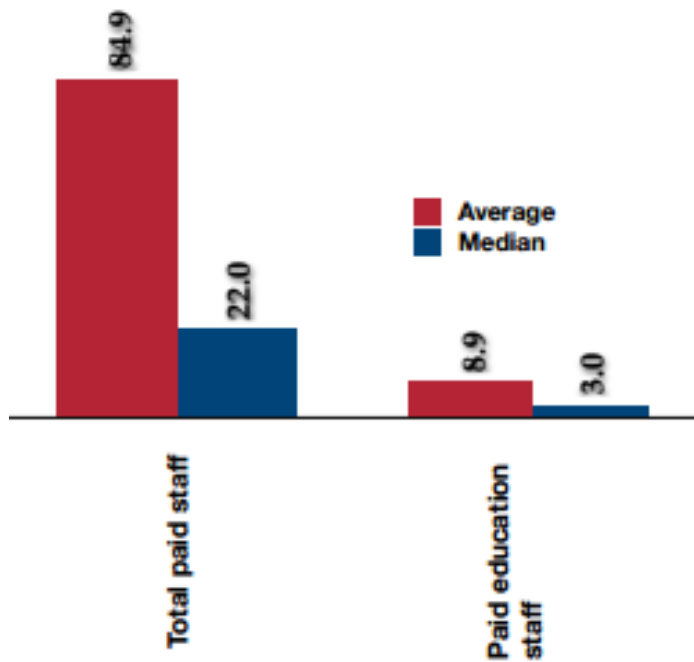
7. Compensation for industry speakers is soft. With tight budgets, conference organizers use the soft benefit of complimentary registration for industry speakers much more frequently than forking out for travel, lodging, or honoraria.

8. Shifting evaluations to digital isn't a layup. While moving to mobile and online evaluations appeals to meeting planners for all the obvious reasons (less waste, easier analysis, etc.), low response rates and technological headaches (one respondent described her organization's mobile survey as a "clunk") dampen enthusiasm. The old tactic of putting a piece of paper on each chair or in the attendee packet still tends to result in better completion rates. To reverse this trend, speakers should be coached to

bake in time for attendees to complete the evaluation during the last five minutes of the session 9. Content capture hasn't taken off—yet? Two years ago, we predicted we'd see organizations do more live streaming and content capture to amplify their best conference content. It didn't happen—the 2013 numbers are on par with the 2011 responses. Our new prediction is that more organizations will embrace a strategy of content capture with scheduled replays, and we don't anticipate much growth in live streaming in the future. 10. Education still isn't getting the respect it deserves. Similar to the 2011 findings, for well over half of our respondents, the title of the most senior member of their organization's education or professional development function is a director (46.7 percent) or a manager (8.9 percent). Organizations that want to use their education to differentiate need a senior education professional on the executive team. We're seeing a few organizations employ chief learning officers, but many more who list education as their primary mission don't have a top-ranking person involved with their high-level education strategy. What's Next The next sections dive into survey respondents' demographics, their experience with professional and industry speakers, and their sense of satisfaction and success with their meetings.

Responses to the survey were distributed across a broad range of organizations— from those with one paid staff person and annual budgets of less than \$100,000 to those with more than 900 staff and budgets over \$100 million. The largest clusters of survey respondents overall were nationally focused organizations (47.4 percent), organizations with annual budgets between \$1 million and \$5 million (29.0 percent), professional societies (45.9 percent), and organizations working in professional, scientific, and technical services (17.0 percent). The average number of paid staff across all organizations was 84.9; the average number of paid staff who spend more than half their time working in education or professional development was 8.9. The most common membership size was between 1,001 and 5,000 individuals (26.0 percent).

Certification and Continuing Education Some 63 percent of respondents' organizations do not offer a formal certification program while 68.1 percent do offer continuing education (CE) credit for their meetings. The breakdowns—about 37 percent offering formal certification programs and about 68 percent offering continuing education credit for meetings—aren't radically different for organizations indicating an annual budget of at least \$5,000 for professional speakers and for organizations hosting a meeting with at least 500 attendees.



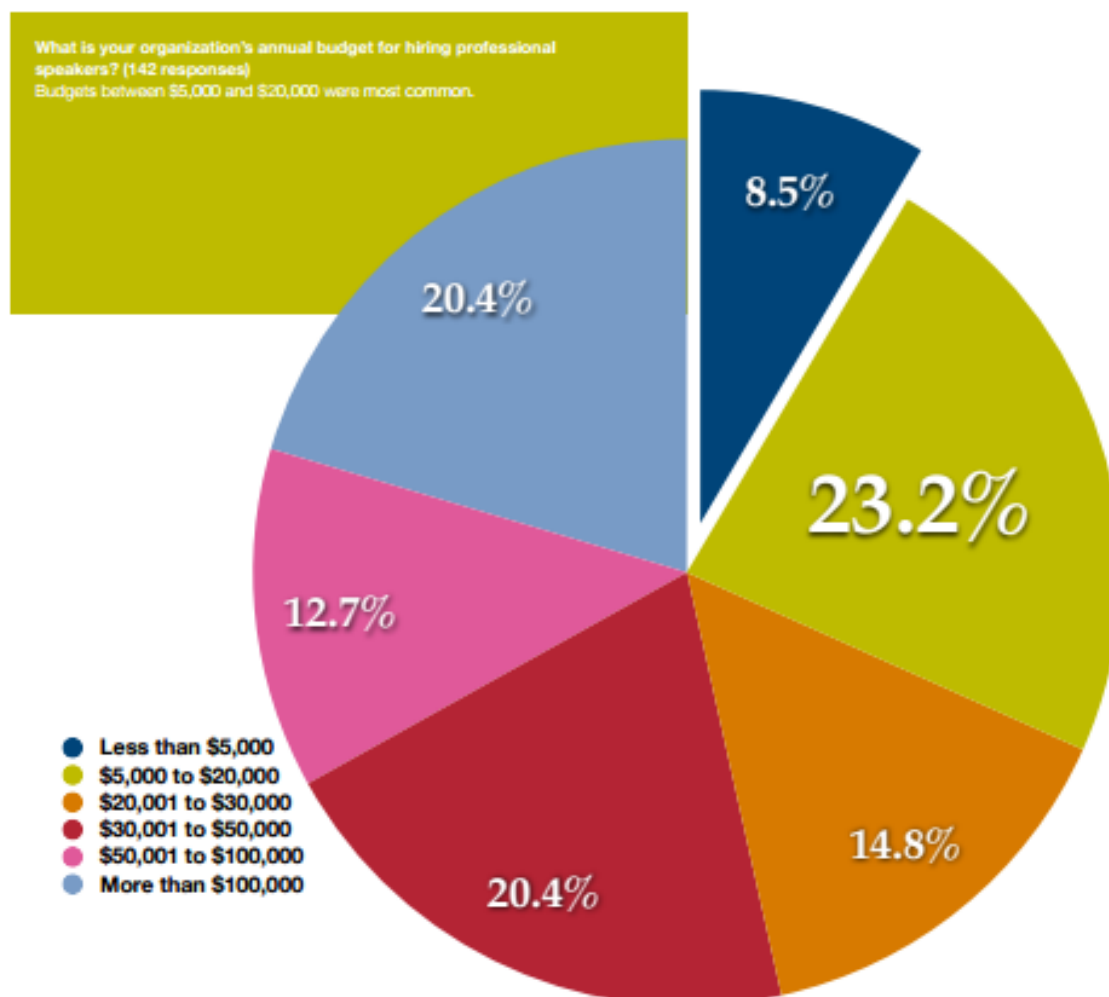
Some 84.8 percent of survey respondents indicated their organization hires professional speakers, and, of those, 91.5 percent, or 130 organizations, have an annual budget of at least \$5,000 for professional speakers. We asked those 130 organizations, a series of questions about their use of professional speakers in general, across all their meetings, to learn how professional speakers are chosen, what impact they have on the meetings where they appear, and what they cost the organizations. Costs and Numbers PROFESSIONAL SPEAKER BUDGETS Professional speaker budgets between \$5,000 and \$20,000 were most

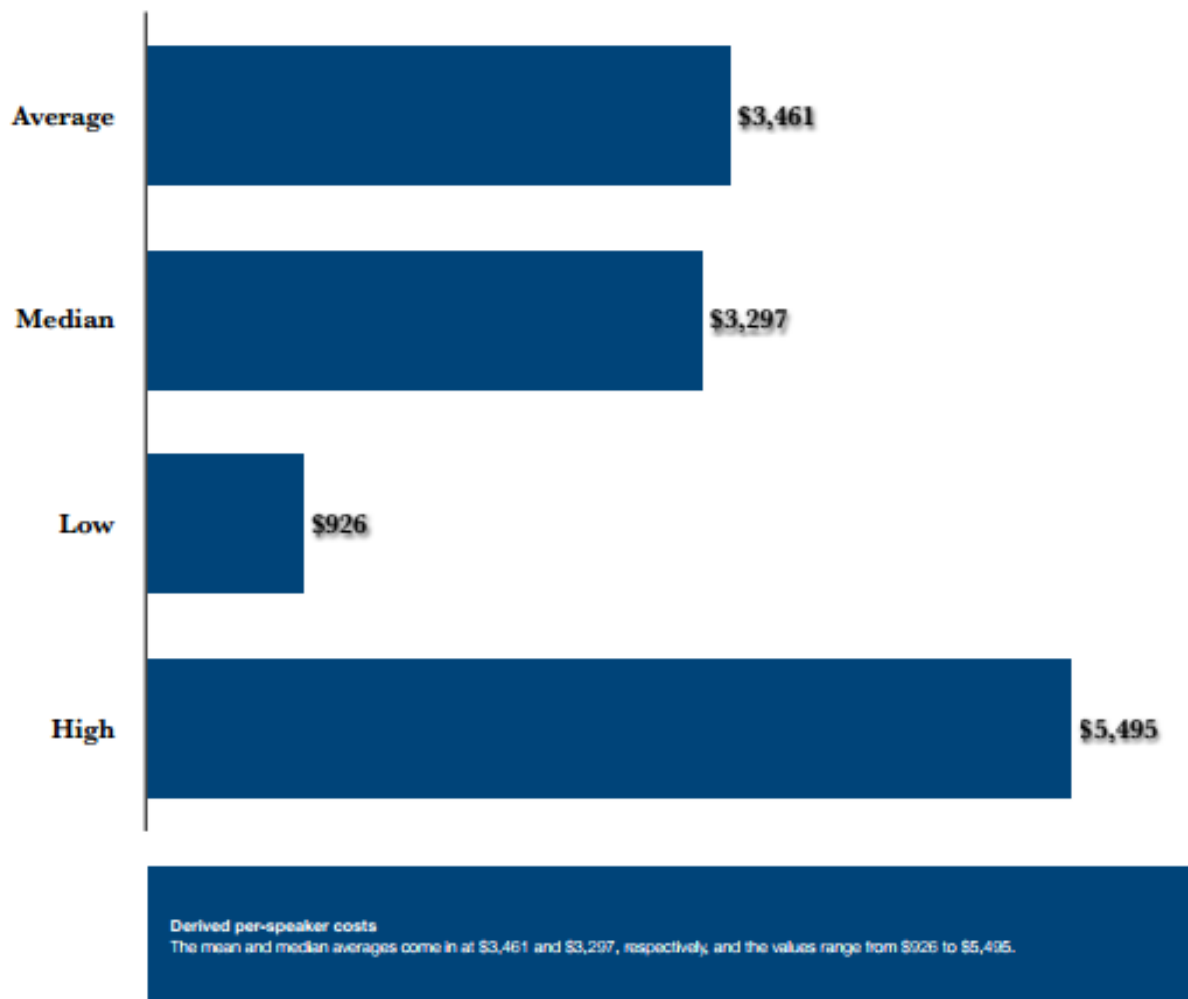
common, reported by 23.2 percent of respondents, with the \$30,001-to-\$50,000 and more-than-\$100,000 options tying for a close second, with 20.4 percent each. Overall, 2013 respondents are spending more on professional speakers. In 2011, under half of respondents (45.7 percent) had an annual speaker budget over \$30,000 compared to over half (53.5 percent) this year. The \$5,000-to-\$20,000 range is more heavily favored by charitable or philanthropic organizations (66.7 percent) and professional societies (34.0 percent) than the other types of organizations surveyed. A third (33.3 percent)—the largest grouping—of the trade associations reported professional speaker budgets of more than \$100,000. As might be expected, as an organization's overall budget rises, so too does its speaker budget. For the

overall budget categories from under \$100,000 up to \$5 million, those organizations are most likely to spend \$5,000 to \$20,000 on professional speakers (44.3 percent), but for overall budget categories above \$5 million, the professional speaker budgets rise commensurately; \$100-million-plus organizations are most likely to budget more than \$100,000 for professional speakers (60.0 percent). For organizations with a narrower-than-national focus, a little under half (46.2 percent) of the budgets fall in the \$5,000-to-\$20,000 range, but well over half (63.4 percent) of nationally and internationally focused organizations budget more than \$30,000 for professional speakers. Organizations that measure, through assessments or evaluations, whether learning occurs at their meetings are more likely to have a professional speaker budget of at least \$5,000 than those that don't measure learning—only 2.0 percent of those that do measure learning spend less than \$5,000 on professional speakers, compared with 13.5 percent of those that don't measure learning.

THE NUMBER OF PROFESSIONAL SPEAKERS On average, organizations with annual professional speaker budgets of at least \$5,000 hire 14.6 speakers per year (up from an average of 11.2 in our previous report), but the actual numbers vary widely—from 1 to 250. This year, in a new question, we asked survey respondents how their use of professional speakers has changed over the past two years. A clear majority (71.8 percent) report using about the same number of professional speakers, while 15.3 percent report using more, and 12.9 percent report using fewer professional speakers. As we would expect, the number of individuals hired rises with the professional speaker budget; organizations spending \$5,000 to \$20,000 hire, on average, 5.4 professional speakers, while organizations spending more than \$100,000 hire 32.3—a noticeable sixfold increase. Similarly, as the organizations' overall budgets grow, the number of professional speakers hired rises; organizations with budgets under \$5 million hire an average of 9.3 professional speakers versus 25.9 hired by organizations with budgets over \$100 million. By organizational type, for-profit corporations hire the most professional speakers at 46.5 per year, compared with 12.8 at trade associations, 8.6 at professional societies, 5.0 at educational institutions, and, at the low end, 4.8 for charitable or philanthropic organizations. Taking a geographic view, nationally focused organizations hire the most (14.7) professional speakers, followed by international organizations (14.3), organizations with a multiplecommunity focus within one state (11.2), organizations with a single-state or province focus (8.8), organizations with a single-

community or municipality focus (5.5), and, finally, organizations with a multiple-state or multiplecommunity focus (4.0).





Sponsored Speaking There's more than one way to skin a cat, and organizations don't always pay their own money for professional speakers. Sponsorship is another option—and one most survey respondents are exploring, as over 88 percent indicate they at least sometimes seek sponsors to underwrite the cost of professional speakers, sessions, or content tracks at their meetings. We could argue that sponsors can help shore up smaller budgets, which seems a reasonable enough assertion; 38.9 percent of organizations spending between \$20,001 and \$30,000 on professional speakers annually report always seeking sponsors while only 22.7 percent of those spending \$30,001 to \$50,000 and 11.8 percent of those spending \$50,001 to \$100,000 do. The lowest and highest budget bands, though, complicate the assertion—those with budgets of \$5,000 to \$20,000 report always seeking sponsorship only 20.0 percent of the time, and those with budgets over \$100,000 always look for sponsors 32.0 percent of the time. One explanation may be that the smaller-budget organizations have fewer staff and feel they can't or shouldn't focus employee efforts on securing sponsorships; conversely, big-budget organizations have bigger staffs, meaning they have the workforce to deploy against seeking sponsors. Of the 11.6 percent who report never seeking sponsors, well over half (69.2 percent) seem content with their current

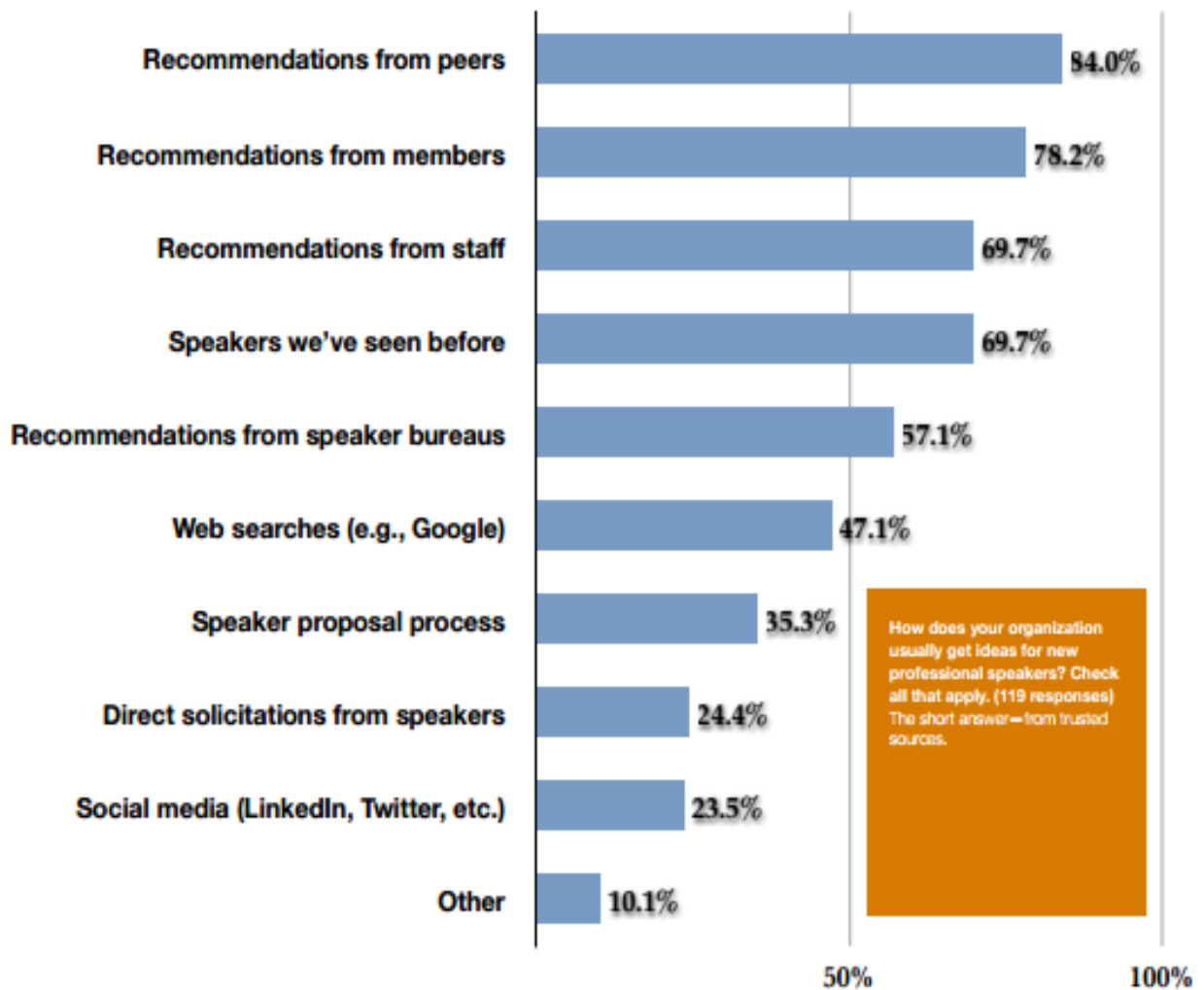
approach and say they do not plan to pursue sponsors in the coming two years, but 30.8 percent say they're not sure, saving sponsorship as an option to explore in these tight economic times. The use of sponsors has held relatively steady in the recent past, as 60.6 percent of organizations report using sponsors about the same amount now as over the past two years. Only 12.1 percent report using sponsorship less, and 27.3 percent report using it more, up from 16.2 percent in our last survey. We aren't surprised by this increase in the use of sponsors, as we predicted in the last report that we'd see just such a rise, as exhibitors want increasingly to be associated with thought leadership.

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THE SEARCH FOR SPEAKERS How organizations get ideas for new professional speakers can be summed up in a few words: from trusted sources. The top three avenues for ideas are recommendations from peers (84.0 percent), members (78.2 percent), and staff (69.7 percent). Recommendations from speaker bureaus are in the middle of the pack (fifth out of nine named idea sources), with 57.1 percent of respondents indicating they rely on those

entities. In our work in the industry, we're seeing many meeting and education professionals adopt a blended approach to finding and hiring professional speakers that combines use of a speaker bureau with their own independent research or sources. In the do-it-yourself hiring paradigm, professional speakers who have a strong Web presence (often buoyed by book publication and social media activity) are better off. We know of an organization that found a professional speaker through a Google search—and hired him for \$40,000. Tied to recommendations from peers but based in the DIY ethic is the opportunity to cherry-pick. Meeting and education professionals are researching speakers used by other industry-leading conferences to create their short list. The other option that garnered a majority (speakers the organization has seen before, 69.7 percent) is just a slight twist on the trusted-source theme—we tend to trust what we've seen and heard with our own eyes and ears. Managing a proposal process and sifting through direct solicitations can be time sinks for organizations, which may explain why only 35.3 and 24.4 percent of survey respondents employ those approaches, respectively. While the technology-driven options of Web searches and social media rank lower (47.1 percent and 23.5 percent, respectively), we argue it's still useful for speakers to be found via Google, LinkedIn, Twitter, and the like. Some conference professionals responding to the survey reported staying current on TED speakers and perusing publications and books for new ideas.

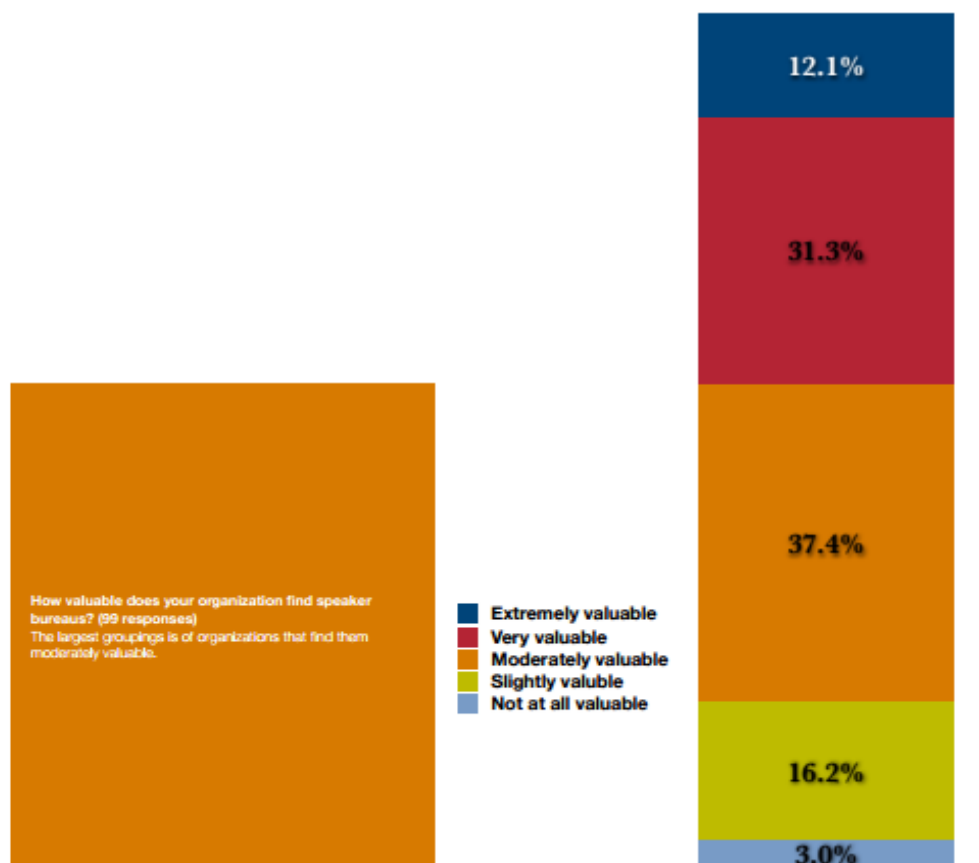




SPEAKERS' MARKETING TOOLS

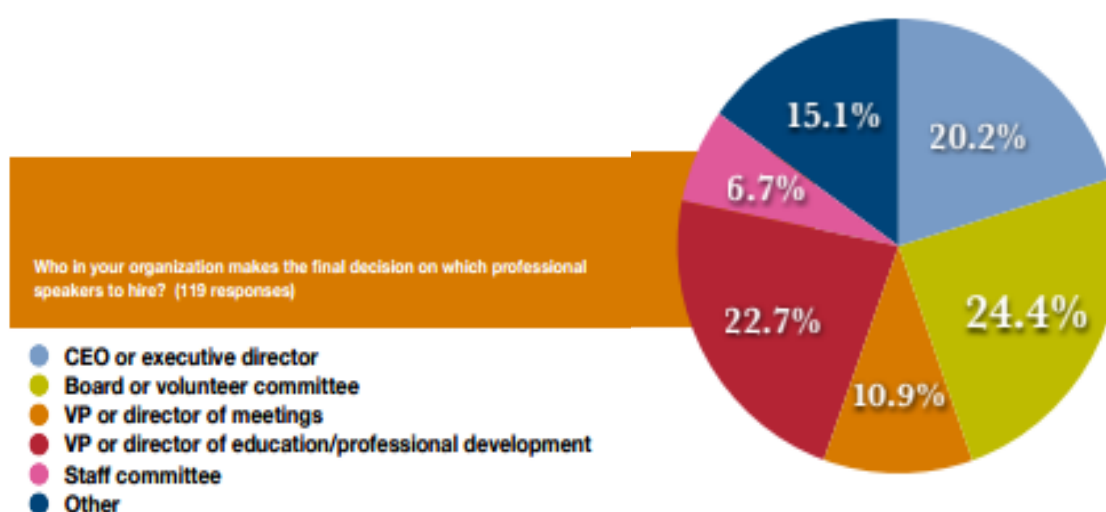
Of seven named marketing tools, 43.0 percent of respondents rank speaker video as the most important when choosing a professional speaker. Meeting and education professionals don't want promotional videos; they want to see several short clips of real-life presentations. Video quality is less important than seeing the speaker deliver a customized presentation—and the audience respond favorably. The infamous one sheet is ranked lowest by 46.2 percent of respondents. While social media (including a blog) ranks relatively low (sixth of seven), it can boost a speaker's ability to be found when integrated with a strong Web site. Similarly, published books, while ranking low (fifth), help generate initial inquiries. **SPEAKER BUREAUS** While 57.1 percent of organizations reported using speaker bureaus for ideas for new presenters, 81.5 percent of those responding to a separate question reported using bureaus for recommending and hiring professional speakers at least sometimes (regardless of whether they're new). Organizations that offer continuing education credit are more likely to use speaker bureaus at least sometimes than those that

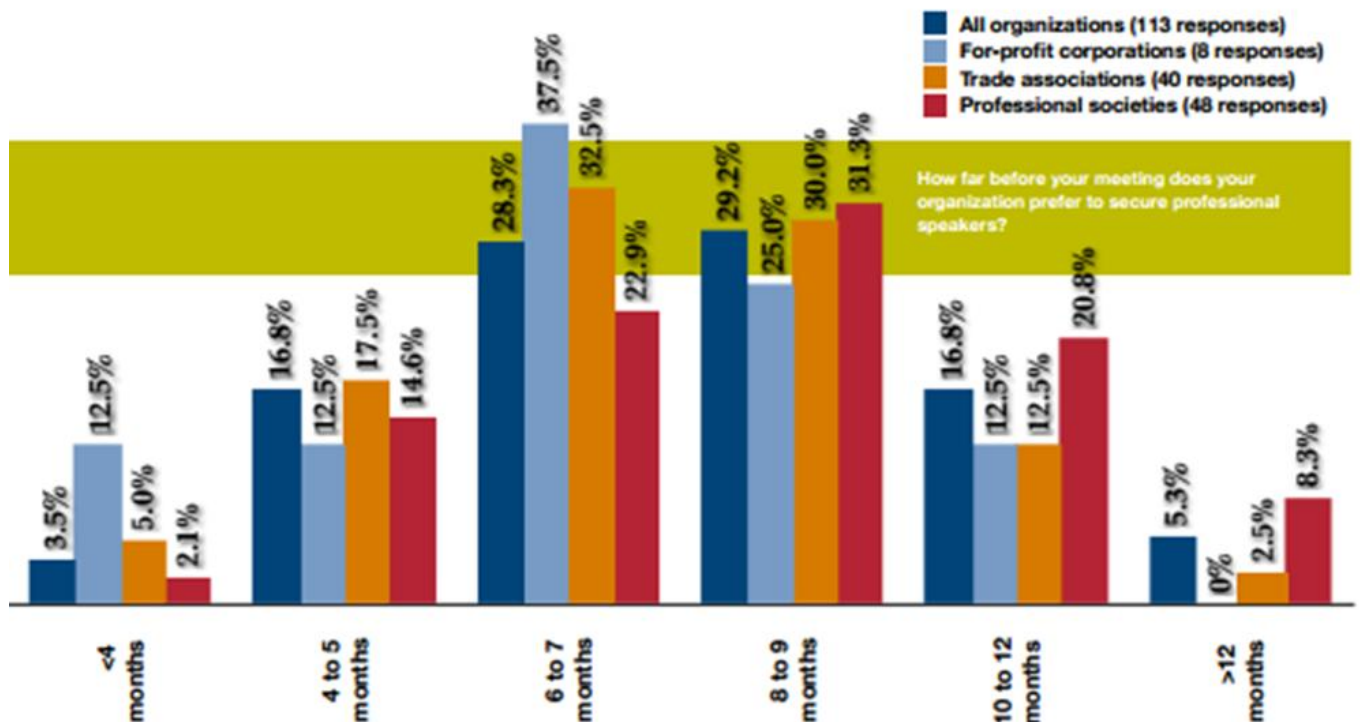
don't (85.7 percent compared with 77.4 percent), as are organizations that offer a certification program compared to those that don't (88.1percent versus 80.3 percent). Interestingly, the increase in frequency of use among organizations offering CE is accompanied by a small drop in the perceived value of speaker bureaus—50.0 percent of organizations not offering CE at their meetings find the bureaus very or extremely valuable compared with 43.9 percent of organizations offering CE. Organizations that use assessments and evaluations to measure whether learning occurs at their meetings are less likely to see greater value in using speaker bureaus—38.4 percent said they are extremely or very valuable compared to 48.8 percent of non-measuring organizations. The size of the professional speaker budgets appears correlated with the perceived value of speaker bureaus. Only 28.6 percent of organizations with professional speaker budgets of \$5,000 to \$20,000 find bureaus extremely or very valuable versus an impressive 69.2 percent of organizations with budgets over \$100,000. Use of speaker bureaus is high and holding steady for most organizations (59.0 percent) but is on the decline for over a quarter of respondents who reported their organization used speaker bureaus less over the last two years than previously. Only 14.0 percent reported an increased use of speaker bureaus over the last two years. Nearly 57 percent of respondents rated speaker bureaus as only moderately or slightly valuable or not at all valuable—faint praise for what could be a high-value service. It seems there's a love/hate take on bureaus, and a bad experience delivered by one penalizes the reputation of all bureaus. We see an opportunity for speaker bureaus to be strong partners, which may require them to make recommendations outside their portfolio to gain long-term trust. We believe speaker exclusivity (which forces organizations to use particular speaker bureaus) may partially explain the apparent discrepancy between the high use of speaker bureaus and the comparatively lower satisfaction with their value. Given that situation and that 43.4 percent of organizations do find them very or extremely valuable, speaker bureaus are likely to remain one important way of finding those star speakers.



WHO DECIDES? Who makes the final decision to hire professional speakers is all over the org chart. The top answer is not by the education or professional development department, where logic might place it, given the important learning function of many meetings. Final decisions for professional speakers are most frequently made by a board or volunteer committee (24.4 percent). The vice president or director of education or professional development (22.7 percent) ranks next, showing a trend that's moving in what we think is a good direction—in 2011, the VP or director of education or professional development decided which professional speakers to hire only 13.5 percent of the time. The head of the organization ranks third this year (with 20.2 percent), versus coming in first in 2011. The vice president or director of meetings and staff committees play decision maker just 10.9 and 6.7 percent of the time, respectively. Of the relatively large slice of "other" decision makers (15.1 percent), many of the open-ended responses reveal a combined approach (e.g., selection is done by staff and a volunteer committee or a vice president and the CEO) or a varied approach (the decision maker changes depending on the particular meeting). Keep in mind that while we asked about final decisions, availability and pricing information is often collected by a lower-level staff person, who can't sign anyone up—but can scratch names off the list. Organizations with annual budgets over \$5 million tend to make speaker decisions by staff, especially by meetings staff, rather than putting decisionmaking in the hands of volunteers or board members. Those organizations use board or volunteer committees only

18.0 percent versus a third of organizations with budgets of \$5 million or less and rely on the head of education or professional development 28.0 percent of the time compared to 19.3 percent of the time for organizations with the lower budgets. Not surprisingly, smaller organizations are more likely to rely on the top dog for decisions—those reporting the CEO or executive director makes the final call have an average staff size of 32.2, fewer than organizations reporting reliance on the head of education or professional development (47.4 staff), staff committees (84.0 staff), board or volunteer committees (107.5 staff), or the head of meetings (121.0 staff). Organizations that use evaluations and assessments to measure learning at their meetings are more likely to use a board or volunteer committee to make the final hiring decision than those that don't (29.2 versus 17.8 percent), perhaps because they're focusing internal resources on developing the means of determining whether learning is happening. A larger education staff does not mean the organization is more likely to rely on that group for final decisions. For organizations saying the vice president or director of education or professional development makes the call on professional speakers, the average number of individuals spending more than half their time working in education or professional development is just 4.5, compared with an average education staff of 14.3 among organizations using a board or volunteer committee to finalize the professional speaker hires.





BOOKING PROFESSIONAL SPEAKERS Almost 58 percent of survey respondents said they prefer to secure professional speakers six to nine months before the event, which is essentially the same percentage as 2011. Frankly, we're a little surprised that timelines didn't shrink, as our work in the field indicates that decisions can and are being made faster, particular in organizations that are dedicated to providing the most relevant content, which is often late-breaking. Organizations offering CE for at least some of their meetings are more likely to finalize the professional speaker line-up early—26.0 percent make decisions 10 or more months out, while their non-CE-offering counterparts only do so 12.9 percent of the time. This may indicate that getting approval from governing bodies takes time that impacts even the hiring of speakers.

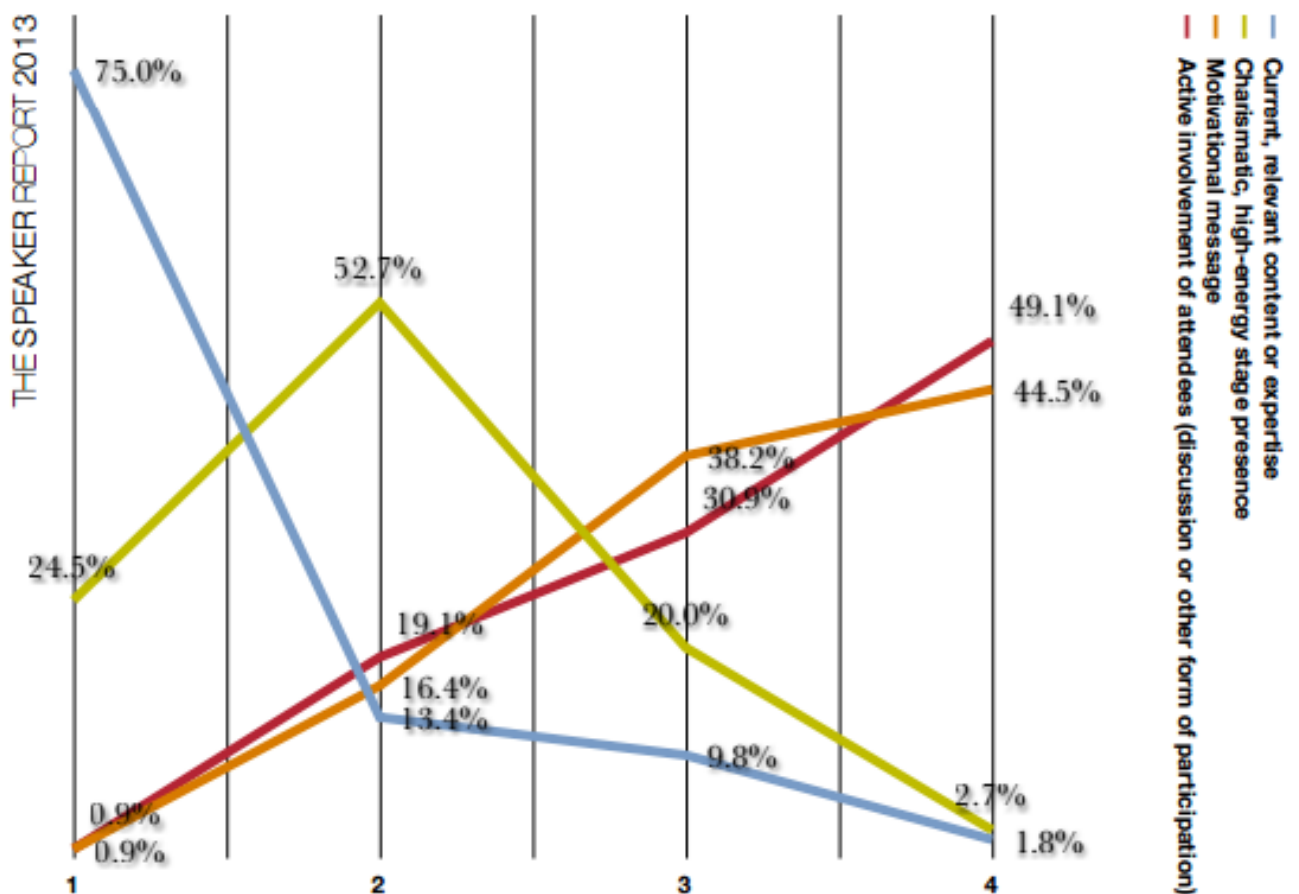
All organizations (113 responses) **For-profit corporations (8 responses)** **Trade associations (40 responses)** **Professional societies (48 responses)**

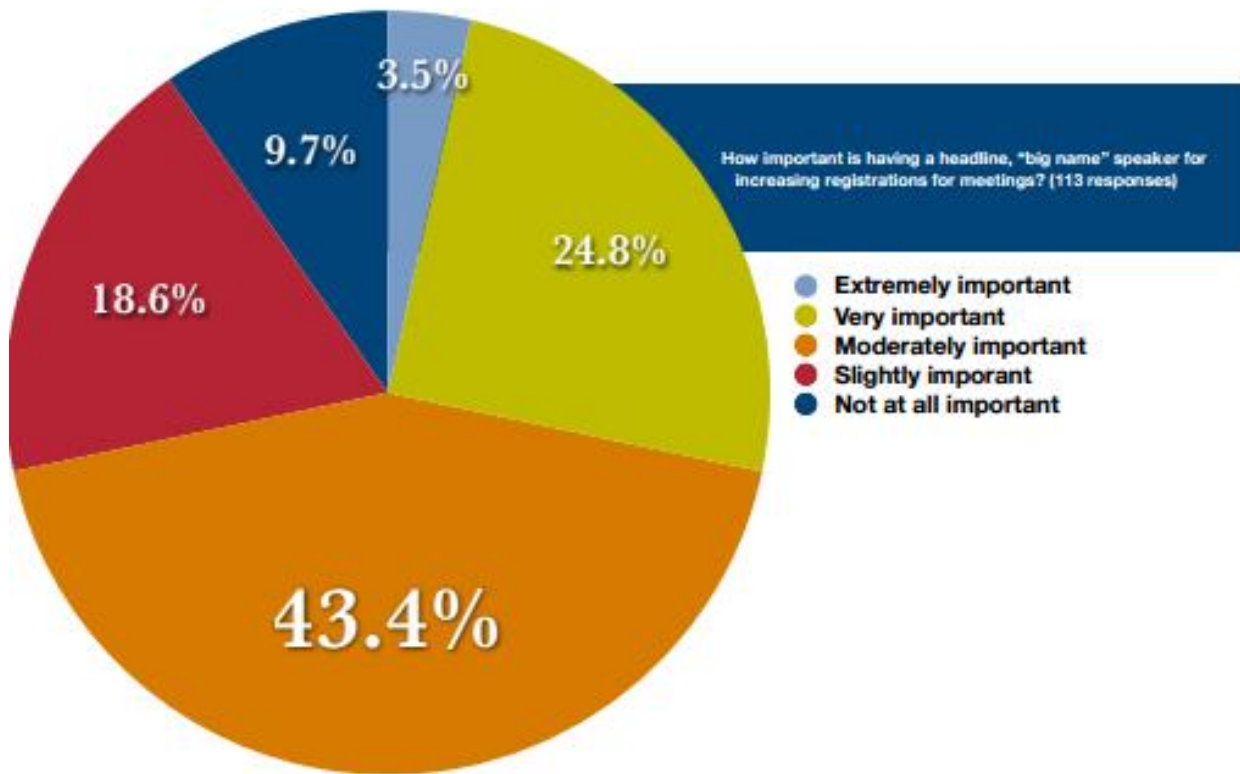
Almost 58 percent of organizations secure their professional speakers six to nine months out. 12 months 8.3% 20.8% 31.3% 22.9% 14.6% 2.1% 2.5% 12.5% 30.0% 32.5% 17.5% 5.0% 0% 12.5% 25.0% 37.5% 12.5% 12.5% 5.3% 16.8% 28.3% 29.2% 16.8% 3.5%

THE SPEAKER REPORT 2013 25!

PROFESSIONAL SPEAKERS How important is having a headline, "big name" speaker for increasing registrations for meetings? (113 responses) It seems that making professional speaker decisions way in advance may be a coping mechanism for smaller organizations. Those finalizing the line-up more than 12 months out, have an average of 18.8 staff overall and 2.2 education staff, the smallest numbers of any of the other groupings. Professional speakers are unlikely to get a gig less than four months out, as only 3.5 percent of respondents wait that long to book. But this could represent an opportunity for conference organizers to take a gamble with later choices and lower fees for short-term bookings. **THE**

SPEAKER-REGISTRATION CONNECTION Under a third (28.3 percent) of those surveyed believe a “big name” speaker is very or extremely important for attracting registrants. The other two-thirds plus either don’t use big name speakers or don’t believe they’re a primary driver of registrations. Organizations with annual budgets over \$5 million have a greater tendency to subscribe to the theory that delivering a star speaker drives registrations, as 42.0 percent of them said big names are very or extremely important for registration numbers versus only 15.8 percent of organizations with budgets of \$5 million and under.





What's Expected of Speakers

ATTRIBUTES OF A SUCCESSFUL SPEAKER

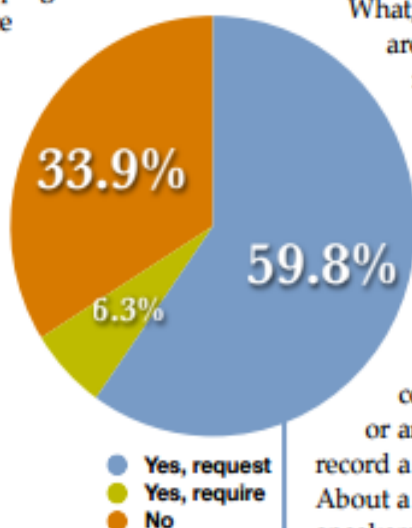
As in 2011, survey respondents were very clear on the most important factor in a professional speaker's success: 75.0 percent say the speaker's content or expertise must be current and relevant. For us, a key component of relevance is customizing for a particular meeting's audience. Being charismatic with high-energy stage presence was the next most important factor; over half (52.7 percent) of respondents rank it second. Providing a motivational message ranked third, and active involvement of the attendees by the speaker (for example, through discussion) came in last. Just 0.09 percent of respondents ranked a motivational message or audience participation of the utmost importance. A lack of emphasis on learning could explain the low ranking of attendee involvement. If more education professionals were sitting at the executive table, we might see participation score higher on this list, and we believe this is a factor that's likely to gain importance. For up and coming speakers, the ability to engage the audience will be key. Engagement has to be built into the session design for learning to stick.

BEYOND THE DAIS

Among survey respondents who hire professional speakers, 66.1 percent (up from 56.6 in our 2011 survey) look for them to put in more than just their time on stage, with the largest grouping simply requesting more. Conference organizers want to get more value from their speaker investment; especially when it comes to content marketing and maximizing sponsors' return on investment.

Some organizations may not realize they could request or require speakers to do more, but with the growing trend to extend learning beyond the face-to-face meeting—building anticipation beforehand and carrying on conversations after the event—we suspect we'll see an increasing number of organizations requesting and requiring more of their professional speakers. And smart speakers will

realize that these are easy and effective ways to touch the audience beyond a short presentation and that delivering value in any of these areas will help future referrals.



What, specifically, do organizations that are asking professional speakers to do more want of them? Three-quarters report asking professional speakers to participate in other elements of the meeting (75.3 percent). Around two-fifths ask professional speakers to write a newsletter or magazine article or be interviewed (41.1 percent); participate in a pre-meeting online conversation via LinkedIn, Twitter, or another avenue (41.1 percent); or record a promotional video (39.7 percent). About a quarter ask their professional speakers to write a post for their organization's or meeting's blog (24.7 percent) or present or facilitate a pre- or post-meeting Webinar (23.3 percent).

Does your organization request or require that the professional speakers it hires provide more than a face-to-face presentation (e.g., write a blog post or article, record a promotional video, sign books, or participate in a VIP experience)? (112 responses)

What in addition to a face-to-face presentation does your organization request or require of the professional speakers it hires? Check all that apply. (73 responses)



The open-ended responses provided by those who selected “other” (23.3 percent) show that book signings and meet-and-greets, including VIP receptions, are often asked of professional speakers. We’re also seeing in our work a growing emphasis on speakers adding value through the event organizers’ social media channels. A speaker who is perceived as someone who cares and connects with the participants before and after her presentation benefits from positive word of mouth. What’s Next Next we take a look at the top pet peeves of dealing with professional speakers before moving on to the information about organizations’ use of industry speakers at their major meeting.



Marketing Advice from Conference Professionals to Speakers

By far, the most frequent recommendation from conference professionals is that you, as a professional speaker, show them you know their organization. Cold calls, mass mailings, and other spray-and-pray tactics will kill your chance of getting a deal. Organizers expect speakers to look at their Web site and understand who they serve and what business they’re in, before making initial contact. Look at who else they’ve hired to speak.

Understand the audience’s problems and how your message fits in. If you can’t explain how your message helps the audience with its problems, organizers will never believe you will deliver a customized (not canned) presentation.

Videos, references, and testimonials must be relevant. If you can’t provide examples of similar groups or situations where you made a difference, you’re fighting an uphill battle. Videos of live speaking (which you can host on your own YouTube channel) are more important than an interview or marketing clip.

Planners are busy. Often they receive 10 times more speaker inquiries than they have slots to fill. A sure-fire way to not make the short list is being unresponsive or overly aggressive. Take the middle road—show you’re easy to work with and want to give them what they need to make an intelligent decision. They appreciate it when you build a positive relationship.

If you’re giving a speech in a prospect’s backyard or to a similar group, invite the prospect to come or view you via live streaming or on tape.

Offer additional value. How can you help with promotion? How can you help extend the learning? Will you do a book signing or spend quality time with a VIP group before or after your presentation? Can you do multiple presentations for the same price?

16 Ways a Professional Speaker Can Kill Her Shot at a Referral

Organizations that use professional speakers have to deal with them, and sometimes that's quite a chore. Here are 16 pet peeves we heard from survey respondents. There are no real surprises — what was annoying two years ago still is.

1. Crazy demands. Arrogant riders. Being egotistical, high-maintenance, and difficult to work with. Lacking humility.
2. Being a self-promoting huckster. Selling from the back of the room at a professional conference.
3. Canned presentations when customization for the attendees is needed. Failing to do a little research on the industry.
4. Not understanding what it takes for learning to happen.
5. A guaranteed fee rather than pay based on performance.
6. Reading from slides or relying on poor visuals. Boring.
7. Using a clueless bureau, handler, or assistant instead of giving meeting professionals direct access to the speaker they're paying.
8. Canceling because of a better gig.
9. On-site heart attacks — arriving late or not communicating whereabouts.
10. Being inflexible about recording the speech or sharing content.
11. Not submitting materials by the agreed-on date, which jeopardizes content marketing. General lack of responsiveness to requests.
12. Last-minute requests or add-on demands that cost money. Give me an inclusive price.
13. Pushy sales calls and stalking tactics.
14. Being difficult to do business with. Pain-in-the butt contracts.
15. Running out the door immediately after presenting.
16. Acting like the hiring organization works for the speaker, instead of the other way around.

Some 84.1 percent of survey respondents indicated their organization holds a meeting attended by at least 500 people. We asked those 127 respondents for information about how they use industry speakers at their major meeting. We left the definition of major up to respondents but suggested they might use their meeting with the largest attendance (over 500 people), the meeting that produces the most revenue, or the meeting their organization considers most strategically important. However they defined their organization's major meeting, they were asked to keep that one particular meeting in mind as they responded to the survey questions that addressed key aspects of the use of industry speakers—whether the organization issues a call for proposals (CFP), the timeline for the CFP, how many industry speakers they secure, how many sessions they hold, whether the speakers are compensated and prepped for their presentations, what role evaluations play, and more.

Numbers and Compensation

INDUSTRY SPEAKER AND SESSION TALLIES On average, 152.0 industry speakers present at the survey respondents' major meeting; the median, though, is just 50.0 speakers. The average number of sessions at that meeting is 94.1, with a median of 53.0. So the median speaker-to-session ratio is almost exactly 1:1, but the average is closer to 3:2, suggesting multiple speakers are presenting at the same session, perhaps in a panel or combined minisessions approach (e.g., multiple Ignite presentations under a single session heading in the program). From our experience in the field, though, particularly work with professional societies, we often see a ratio of 3:1 or 4:1, as they're traditionally panel-heavy. At professional societies' major meeting, an average of 170.0 industry speakers present versus 70.8 at trade associations' major meeting, and professional societies schedule, on average, 106.1 sessions at their major meeting versus 65.2 at trade associations' major meeting. So the speaker-to-session ratio for trade associations is much closer to 1:1 than for professional societies, which tend to have some 60 percent more speakers than sessions, suggesting, again, a prevalence of co-presenters or panel formats. One could argue trade associations have an opportunity to increase their educational value by programming more sessions that help attract and deliver deeper value to the segments they hope to grow. On the other hand, one could also conclude professional societies offer too many alternatives and water down their education—and quite a few survey respondents mentioned they're considering cutting back the number of sessions and increasing the time allotted for at least some sessions.

CHANGES TO COME

We asked survey respondents to describe any changes they were making or considering making to the number of sessions or industry speakers at their major meeting. From the 66 responses, we gleaned seven trends

1. Cutting back Many respondents indicated their organization is cutting back—the number of sessions most commonly but also the number of speakers, the session length, or all of the above. While a quality-over-quantity mindset and a realization that more speakers and more sessions don't necessarily mean more attendees are driving some of these adjustments, economics are clearly another reason for cutbacks; as one respondent phrases it, "To manage costs, we are trying to cut back on speakers and to use speakers in multiple sessions, rather than having unique speakers for every session." Some organizations are shifting basic and intermediate content to online delivery to allow face-to-face meetings to focus on advanced topics.

2. More relevant speakers and content As a corollary to the cutback trend, organizations are looking to make what they do offer as effective as possible, which translates to more industry speakers (versus "motivational" presenters) for some, fewer industry speakers for others (that favor instead non-industry, customer, or other presenters), and more applicable content (versus "entertainment"). We expect to see speaker training and speaker recruitment processes that stress facilitation skills grow as organizations acknowledge sessions' success depends largely on the quality of facilitation—indeed, several respondents commented on the importance of good facilitation, like the one who said that plans for the future include "increased speaker orientation and coaching.... For our core workshops we have an extensive training program."

3. Innovative session formats Quite a few organizations reported using formats that deliver bite-sized presentations (e.g., Ignite and Pecha Kucha), focus on informal learning (e.g., by following an open space technology approach), and increase participation. We see savvy organizations reinforcing these innovations in their call-for-proposals process and their recruitment of speakers who can invigorate their offerings.

4. Varying session lengths Whether as a part of their experimentation with innovative formats or as a separate effort, several organizations said they're experimenting with session times tailored to fit the content, rather than assuming a blanket 60- or 90-minute approach. Deep dives might run two or three hours or even all day. Participatory sessions need more time for meaning-making and discussion. Short formats like Ignite and Pecha Kucha push organizations the other direction, toward 30- or 45-minute time slots that conglomerate multiple mini-presentations.

5. Reducing panelists Several organizations mentioned reducing the number of presenters in panel sessions. By giving fewer speakers more time, they hope to overcome the disjointedness of kitchen-sink panels.

6. Improving diversity Diversity concerns are by no means a new trend, but they persist, and more than one respondent indicated consciously looking to improve diversity not only in ethnic and gender terms but also in opinion, generation, and location. One way to do this is to avoid always going to the same speakers.

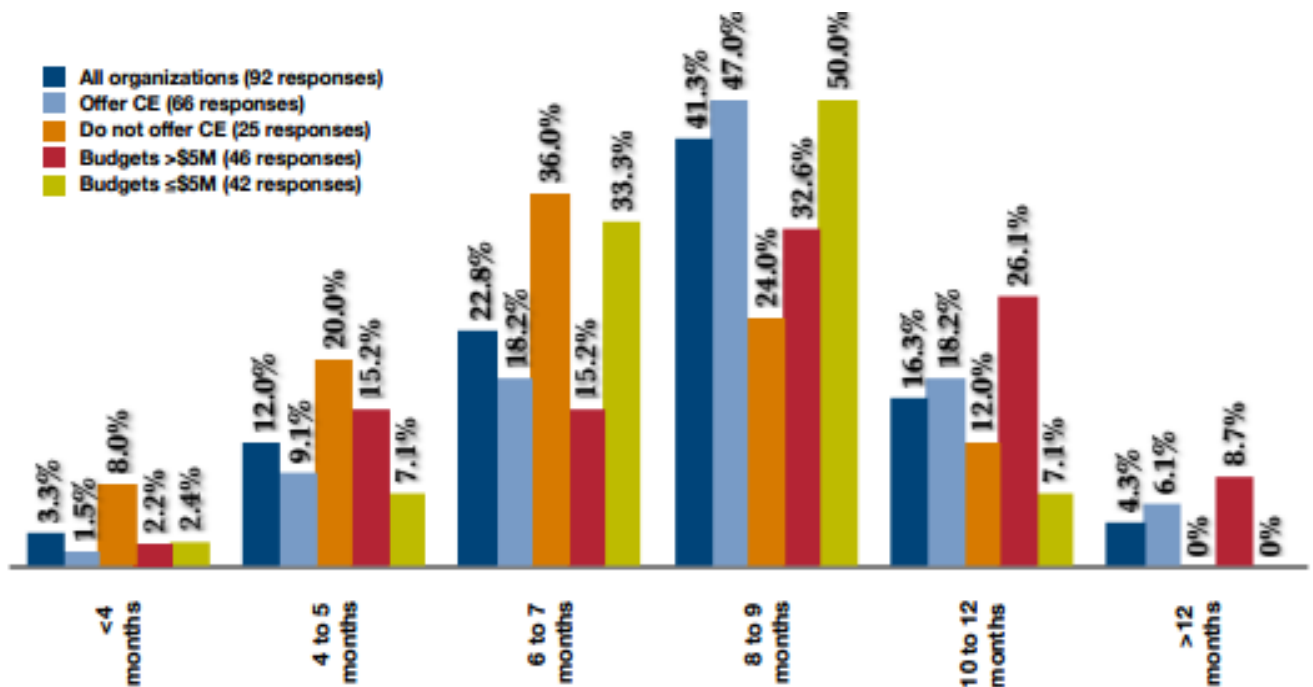
7. Repurposing the best Some organizations are doubling down on their best speakers by inviting them back for encore sessions or by repeating popular sessions during the program. Others are asking a handpicked group of speakers to allow them to offer their session via Webcast for attendees who can't be there in person.

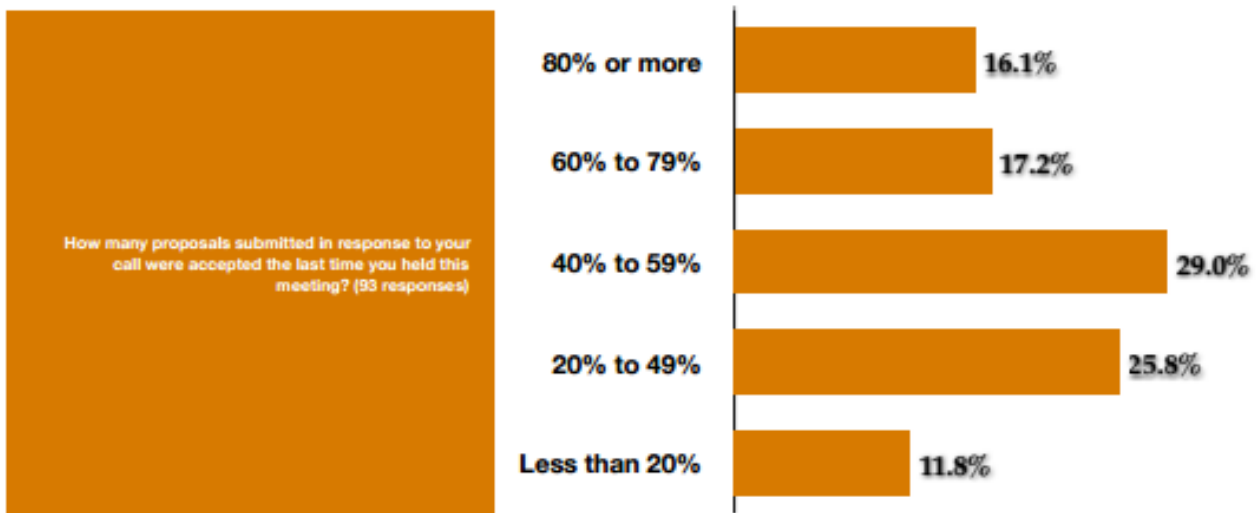
Of course, for each trend, there's at least one organization doing the exact opposite. Some respondents aren't making any changes, and some (although fewer than those reporting cutbacks) are expanding their meetings, adding sessions and speakers. Across the board, the changes are driven by a desire to address budget issues, improve the meetings, or both—maybe the silver lining of the scrutiny of spending is a renewed focus on the effectiveness of meetings.

Calls for Proposals Over three-quarters of survey respondents indicate they use a call for proposals or presentations (CFPs) to help source session content. Professional societies (83.3 percent) tend to use a CFP more than trade associations (74.4 percent), as do organizations with a formal certification program (85.1 percent of which issue a CFP, compared to only 70.8 percent of organizations without a certification program) and organizations that offer continuing education for their meetings (79.5 percent of which issue a CFP versus 69.4 percent of organizations that don't offer CE). Over 40 percent of the CFPs close 8 to 9 months prior to the major meeting, a little over a fifth close the process 6 to 7 months prior, and another fifth cut off submissions 10 or more months before the meeting, down from a third reporting in our 2011 survey that their CFPs close 10 months or more in advance, evidence that marketing timelines are softening. Organizations that do not offer CE for meetings and with smaller overall budgets are more nimble, suggesting red tape may be the culprit for the longer timelines. Some 24.3 percent of organizations offering CE close 10 or more months out, but only 12.0 of organizations not offering CE end the process that far out. Organizations with budgets of \$5 million and under heavily favor (83.3 percent) ending the CFP 6 to 9 months out, and only 7.1 percent of respondents in this category cut things off 10 or more months out. For organizations with budgets over \$5 million, 34.8 percent end the CFP process 10 or more months before the meeting. We're seeing more progressive organizers move to a two-step process. In addition to the initial proposal call, they add a second call closer to the meeting to fill programming holes with late-breaking, relevant content. Another emerging trend is to reduce the timeframe for submissions to create a sense of urgency. Some organizers only accept submissions during a two- or three-week window.

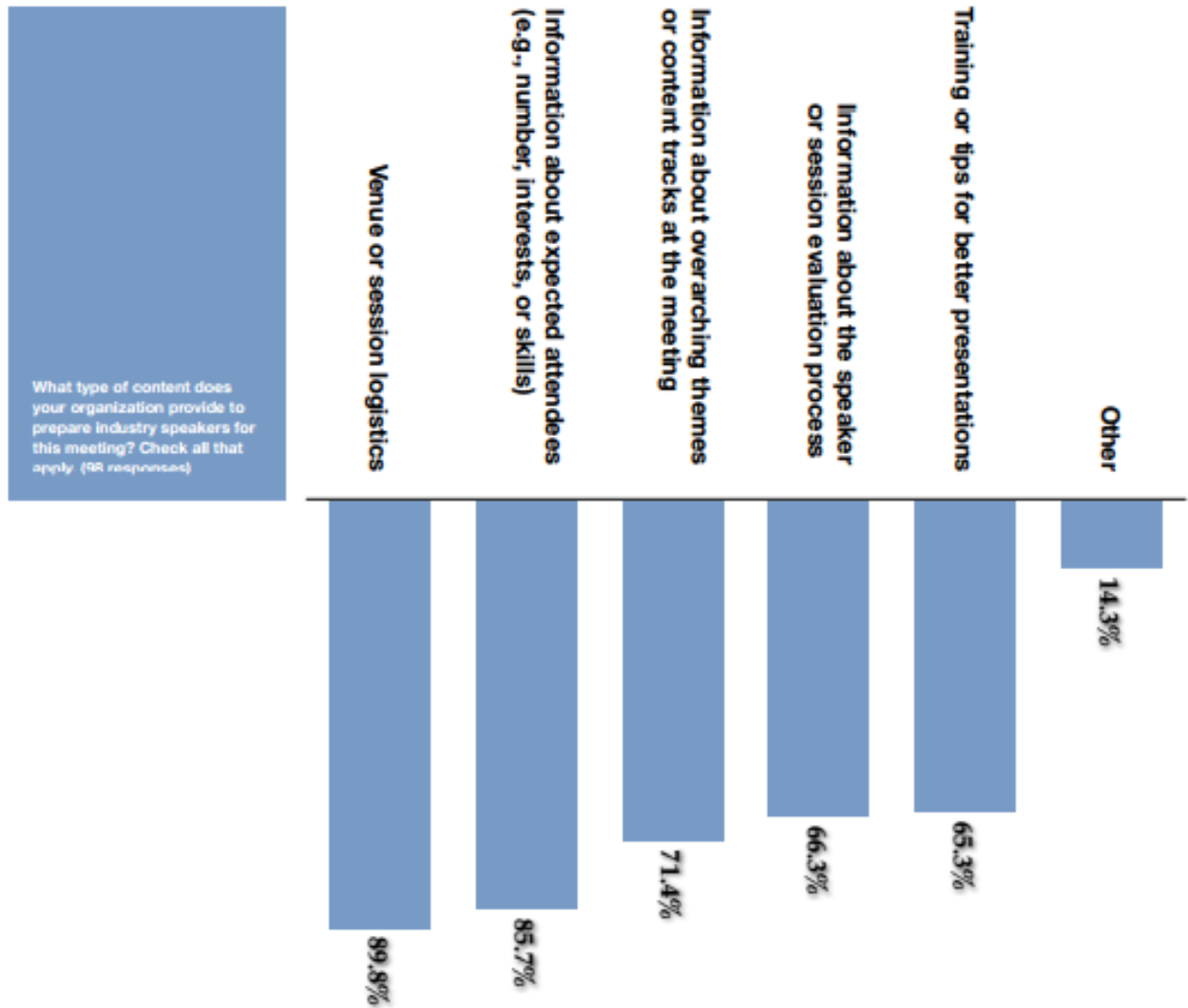
PROPOSAL ACCEPTANCE RATES This year we added a survey question to shed more light on the call for proposals process. A third (33.3 percent) of respondents indicate they accept 60 percent or more of submissions that come in through their call for proposals, and almost another third (29.0 percent) accept between 40 and 59 percent of submissions. Our suspicion is that these organizations are setting the bar low and using the CFP process as an

attendance justification ticket. These programs have the potential of evolving into a conference of speakers speaking to speakers. Organizations with acceptance rates over 50 percent need to consider adjusting their quality filters to increase credibility for the review process. Some organizations take things a step further and don't rely on the CFP process as the only source for content selection. They program around the problems their target audiences are trying to solve and invite presenters who address those topics, embracing a curation model instead of relying on the best, most relevant sessions to come to them via the CFP process, which is, in the end, a crapshoot. Prepping Industry Speakers Speaker prep is on the rise—per the current survey, 81.7 percent of organizations with a meeting of more than 500 attendees help prepare their industry presenters compared to 73.3 percent in the 2011 survey. Trade associations are more likely than professional societies to help prep speakers (89.7 versus 75.9 percent), and the greater the number of industry speakers, the more likely an organization is to help them prepare.





Respondents that provide prep have an average of 158.1 industry speakers, compared to 87.9 for those that don't. This suggests organizations with smaller speaker pools may have trouble justifying the time and costs of preparation. When organizations that provide speaker preparation were asked what content they provide, venue or session logistics (89.8 percent) and information about the expected attendees (85.7 percent) were the most popular topics. Communication about overarching themes and content tracks came in third (71.4 percent), and even the last two choices (information about the speaker or session evaluation process and training or tips for better presentations) were selected by more than three-fifths of the respondents (66.3 and 65.3 percent, respectively). While, clearly, the onus is on the organization to provide event-specific details about the venue and themes, it's telling that the lowest ranking area of prep—tips for better presentations—is the one that has the strongest potential for improving the learning that happens, especially if the organization were to highlight adult learning principles. That said, the trend is headed in the right direction. In 2011, 52.9 percent of respondents provided training and tips for better presentations; in 2013, the number rose to 65.3 percent. More good news to our ears, more organizations are communicating expectations of the speaker and session evaluation process in advance (66.3 this year versus 51.3 percent in 2011).

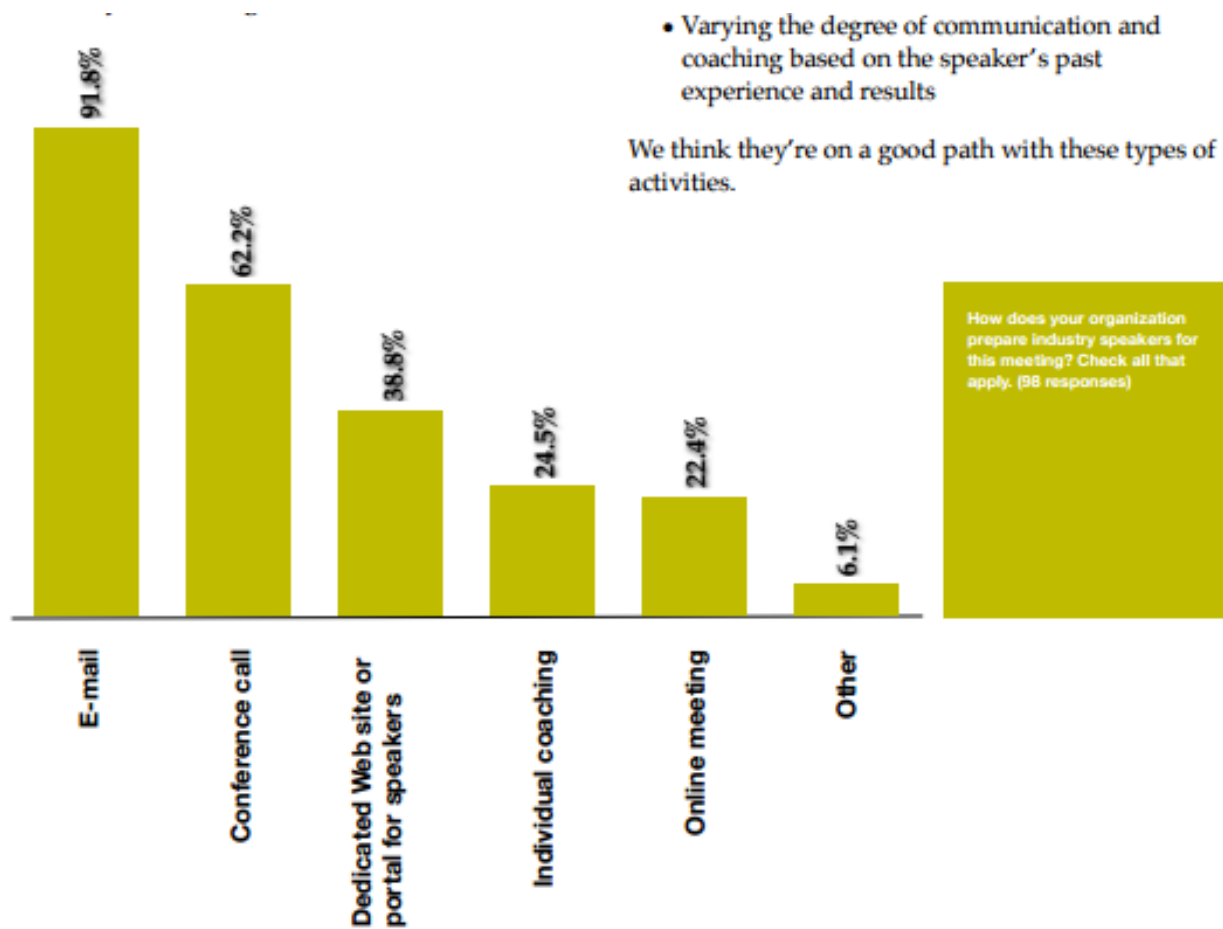


As for how organizations prep their speakers, email is by far the most popular medium (91.8 percent), probably at least partially due to its asynchronous nature—organizations send information when ready, and speakers to review it according to their own schedules,

presuming the email doesn't languish unopened in the inbox. Conference calls come in a distant second (62.2 percent). Over 38 percent said they provide speakers with a dedicated Web site or portal, and, interestingly (given the implied intensiveness of a one-on-one approach) almost a quarter use individual coaching. Online meetings are used by over a fifth of respondents. We feel the more interactive communication channel of individual coaching, while arguably time-intensive and therefore costly, is more likely to be effective than e-mail, which can be easily ignored, and conference calls, to which participants often pay only partial attention as they multitask their way to the designated end time. Organizations that offer a formal certification program are more likely to provide presenters with information about the meeting's evaluation process (76.3 versus 60.0 percent) and to provide tips on to presenter better (73.7 versus 60.0 percent). Those that measure whether learning occurs at the meetings are more likely to give speakers information about the meeting's evaluation process (76.1 versus 57.7 percent).

In free-text responses to questions about their speaker prep, respondents reported doing the following:

- Providing feedback and coaching based on previous session and speaker evaluations, when available
- Sharing best practices in adult learning, interactivity, and audience engagement
- Conducting individual calls (some via Skype or other online technology) to assess skill level and commitment of the selected presenters

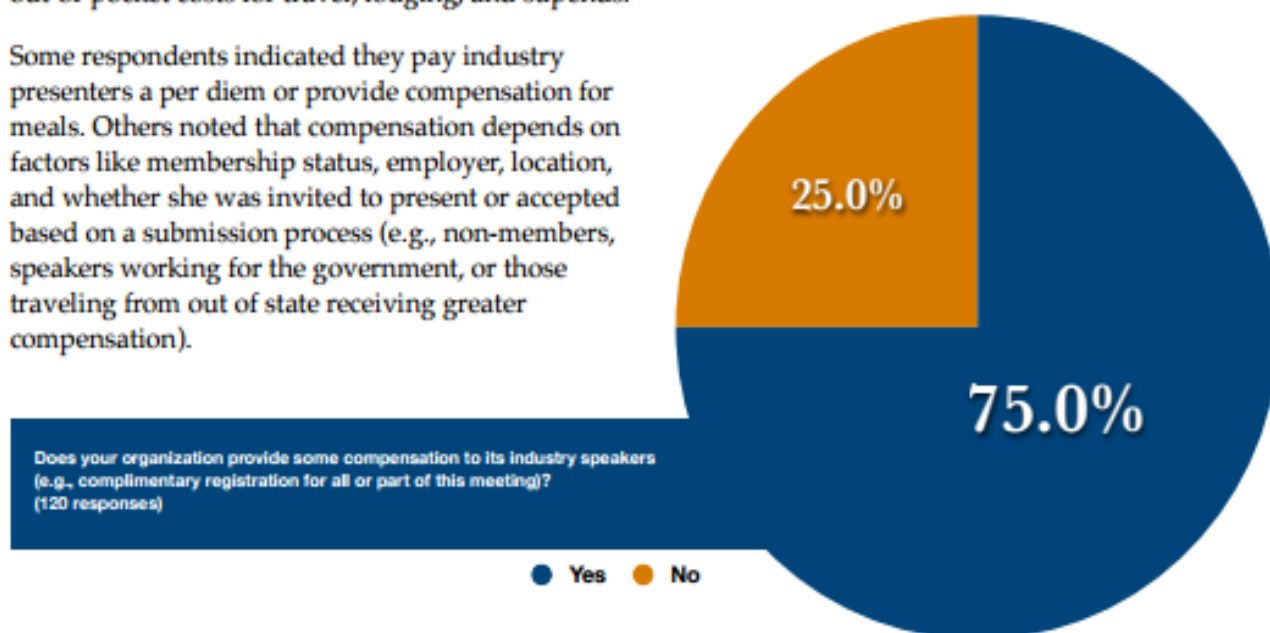


Compensating Industry Speakers

Three-quarters of organizations surveyed provide some sort of compensation or benefit for their industry speakers. The top four benefits are registration for the full meeting (71.1 percent), lodging costs (48.9 percent), an honorarium or stipend (43.3 percent), and transportation expenses (40.0 percent). Comping the meeting registration (a soft-dollar benefit) is notably more popular than the out-of-pocket costs for travel, lodging, and stipends.

Some respondents indicated they pay industry presenters a per diem or provide compensation for meals. Others noted that compensation depends on factors like membership status, employer, location, and whether she was invited to present or accepted based on a submission process (e.g., non-members, speakers working for the government, or those traveling from out of state receiving greater compensation).

Trade associations are more likely than professional societies to compensate industry speakers (82.1 versus 66.7 percent). Organizations that offer continuing education credit at their meetings are *less* likely to compensate industry speakers (only 72.3 percent) than their non-CE-offering counterparts (83.3 percent), as are organizations that offer a formal certification program when compared to those that don't (only 63.8 percent versus 83.3 percent).



Evaluations and Measuring Learning

Almost every organization surveyed (94.2 percent) collects formal evaluations at its major meeting. Nearly as many (92.9 percent) conduct an overall meeting evaluation; 88.5 percent collect evaluations at the session level, and two-thirds ask for evaluations of each speaker.

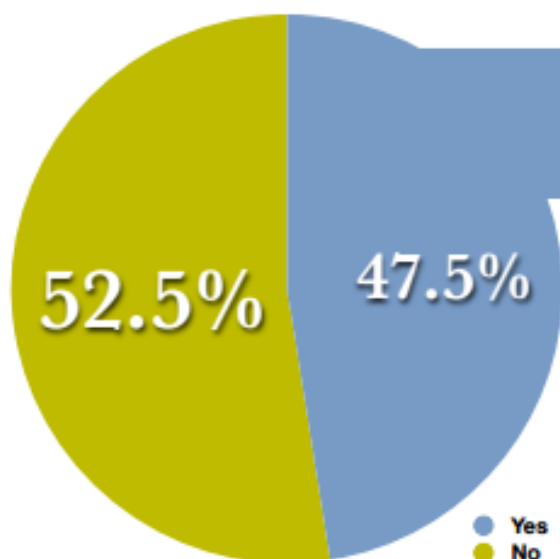
As seen in the chart on the following page, a much more modest 47.5 percent of survey respondents measure whether learning occurs at their major meeting. The most common way they do that measurement is through evaluation questions tied to learning objectives (75.4 percent). Although long-term retention and application are the goal, only 21.1 percent take the next step and conduct broad post-meeting assessments or follow-ups, and only 14.0 percent of survey respondents conduct post-session assessments or follow-ups.

Organizations that provide continuing education credit at their meeting are more likely to use a combination of pre- and post-meeting assessment to determine whether learning happens than organizations that don't offer CE (15.4 versus 5.9 percent). Organizations with a formal certification program are more likely than non-certifying groups to measure learning at the session-level (21.7 versus 9.1 percent) but less likely to measure learning through evaluation questions that align with learning objectives (69.6 percent versus 78.8 percent) or by using pre- and post-assessments (8.7 versus 15.2 percent).

We see room for growth in the use of evaluations and assessments at meetings. Organizations dedicated to raising the bar on their meetings should ask more questions at the session and speaker level; properly assess learning, especially at the session level and well after the meeting; and use what they learn from those endeavors for benchmarking and future speaker recruitment.

Of the organizations surveyed, a small slice (6.2 percent) rely only on mobile applications (we did not ask specifically about mobile apps in 2011); 14.2 percent rely solely on paper-based evaluation; and the largest group, 44.2 percent, rely entirely on online evaluations. A third make use of multiple methods to collect evaluations.





Do you measure whether learning occurs at this meeting (e.g., through assessments or evaluation questions tied to learning objectives)?
(120 responses)
Under half of survey respondents measure whether learning occurs at their major meeting.

While the time and money savings of technology-enabled surveys has attracted many organizations, some respondents whose groups have switched from paper-based surveys said they felt unable to get the granular, speaker- and session-level data they wanted in an electronic form because they can't get all attendees online after each session and that they were dissatisfied with the return rate. One respondent shared, "We have tried electronic evaluations but get poor response rates, so we use paper-based evaluations and e-mail a follow-up evaluation to these who did not turn in a paper eval."

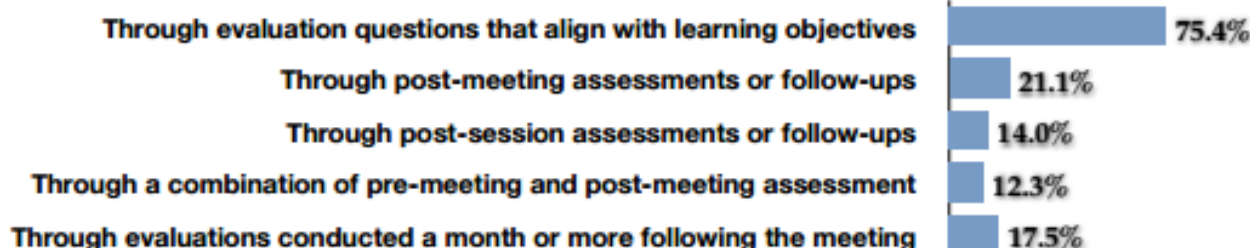
Many respondents' comments indicate that organizers are struggling with survey response rates. As a knee-jerk reaction, some are cutting back on the number of questions. With the move away from paper, some are realizing it's more critical than ever to set time aside at the end of each session for attendees to provide immediate feedback. Some

organizations that offer CE credit are only releasing the code for credit after an evaluation is completed.

Many organizations take the feedback they receive to heart and adjust their meetings. Changes implemented as a result of feedback run the gamut from small tweaks to radical restructuring:

- Change the venue or destination.
- Adjust the meeting length (e.g., one day less to minimize time away from the office) or start and end times.
- Fine-tune experience elements, like food (e.g., offer "brain-friendly" yogurt and eggs rather than a pastry-heavy continental breakfast) and wifi availability.
- Select or refine session topics, descriptions, and learning objectives (e.g., eliminate or replace dying topics and identify emerging ones).
- Influence speaker selection (e.g., those who score 3.5 or lower on a 5-point rating scale, where 5 is excellent, are coached or, more radically, blacklisted along with speakers who cross the sales line and go commercial during a session) and compensation by tying pay to performance.
- Provide more "white space" by increasing time between sessions and allow for more networking and Q&A.
- Offer more advanced content.
- Set the theme and content for future meetings.

How do you measure whether learning occurs at your meetings? Check all that apply. (57 responses)

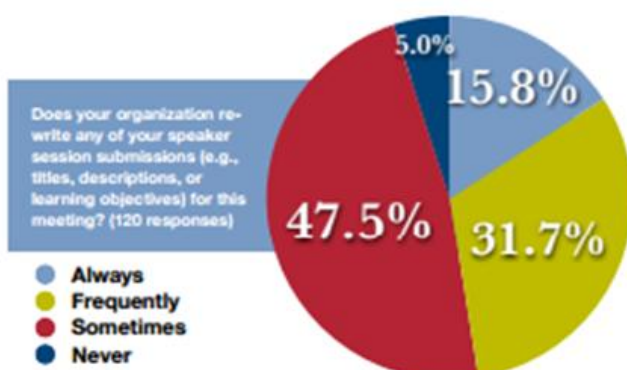


One respondent's organization mines its evaluations and proposals looking for insight: "Evaluations help shape our program formats and identify potential new topics and programs. Even our evaluation process for our submitted proposals is the basis for a trends report that goes to our board every year—this year the report was 32 pages of rich information of observations during the review of submitted proposals."

Rewriting Session Submissions

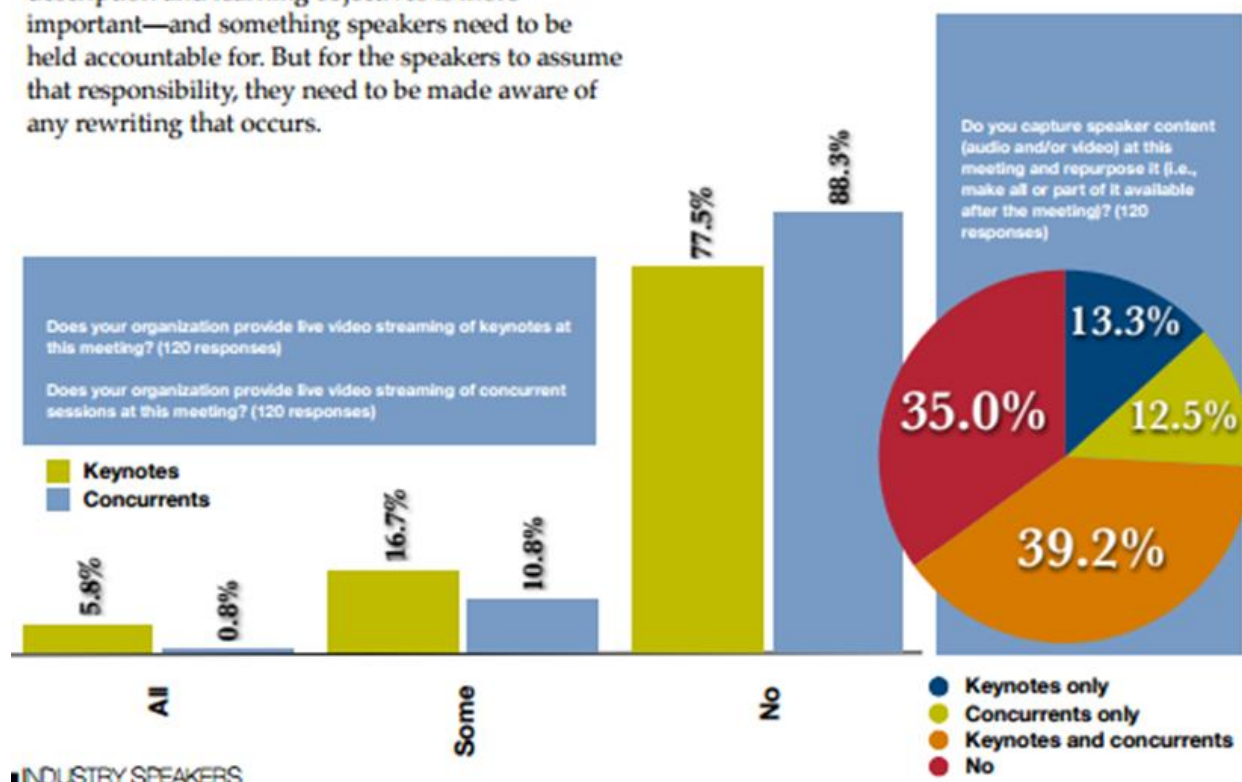
Of those surveyed, 95 percent always, frequently, or sometimes rewrite speaker session submissions, including titles, descriptions, and learning objectives, for their major meeting, and the number of organizations that always or frequently rewrite is up, from 34.6 percent in 2011 to 47.5 percent. While edits may be part of standardization and an effort to make the descriptions appealing to would-be attendees (both laudable), changes must be conveyed back to the speakers.

Progressive organizations are achieving consistency and appeal and reducing their rewriting time and effort by providing speakers with examples of session titles, descriptions, and learning objectives to model. Having a consistent format is important, but delivering education that matches the description and learning objectives is more important—and something speakers need to be held accountable for. But for the speakers to assume that responsibility, they need to be made aware of any rewriting that occurs.



Live Streaming and Content Capture

Only 22.5 percent of the organizations surveyed offer live video streaming of all or some of their keynote sessions at their major meeting, and less than 12 percent do so for their concurrent sessions. These numbers are essentially the same as those from the last survey, disproving our 2011 prediction that we'd see an uptick in live streaming in the next couple of years. Out in the field, we've heard from and of organizations that opted to monetize live streaming rather than use it as a marketing campaign element to attract future attendees and failed both in business model and in session design—they didn't engage the virtual participants.



A Look at Satisfaction and Success

How Respondents View Their Meetings

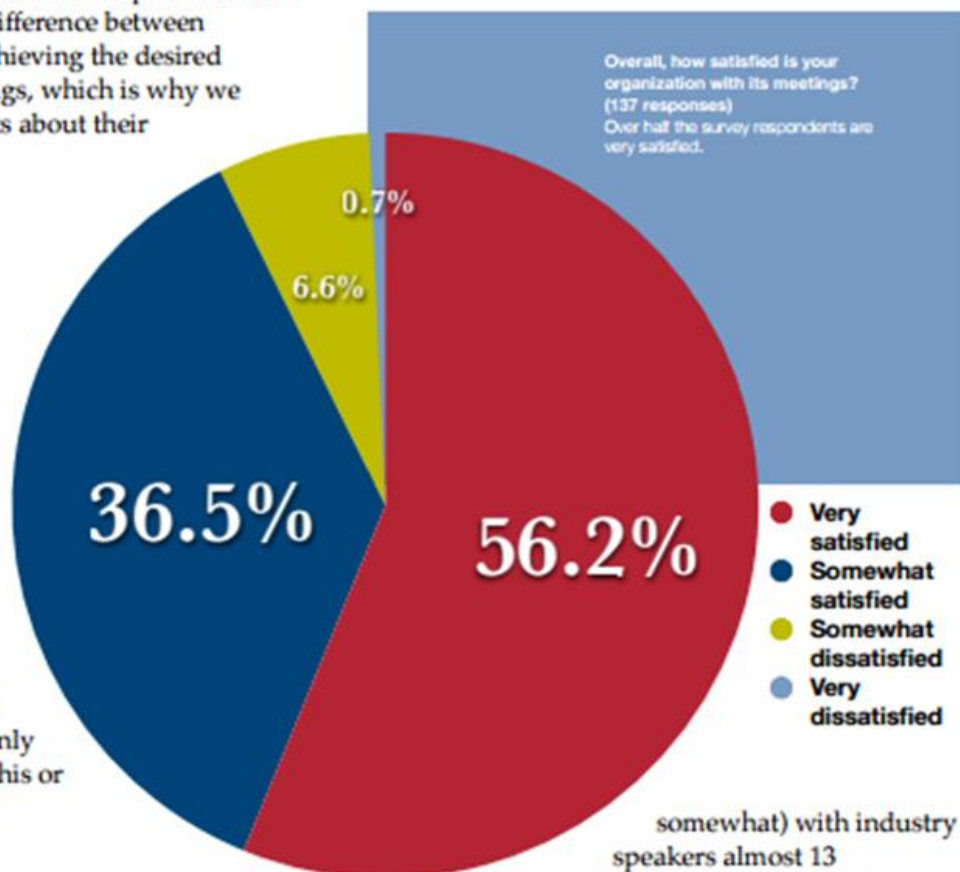
Meetings, conferences, and other events are deeply ingrained in organizations' operations. But there can be a world of difference between holding meetings and achieving the desired results with those meetings, which is why we asked survey respondents about their satisfaction and success.

Satisfaction and Success by the Numbers

When we asked qualifying survey respondents (those whose organization has an annual professional speaker budget of at least \$5,000, holds a meeting with 500 or more attendees, or both), 92.7 percent said they are very or somewhat satisfied with their meetings overall. Only a single respondent said his or her organization is very dissatisfied.

But when it comes to specific aspects of meetings, the numbers tell a somewhat less enthusiastic story. Whereas the majority of respondents (56.2 percent) said they are very satisfied with their meetings overall, of the six specific areas in which we asked about satisfaction, connection to the organization's strategic plan or the direction set by the board of directors was the only item where the top response was very satisfied, and it wasn't selected by a majority (only 44.4 percent). The top response for the other five areas (attendance, revenue, professional speakers, industry speakers, and attendee feedback) was somewhat satisfied, with percentages ranging from the high 30s to high 50s.

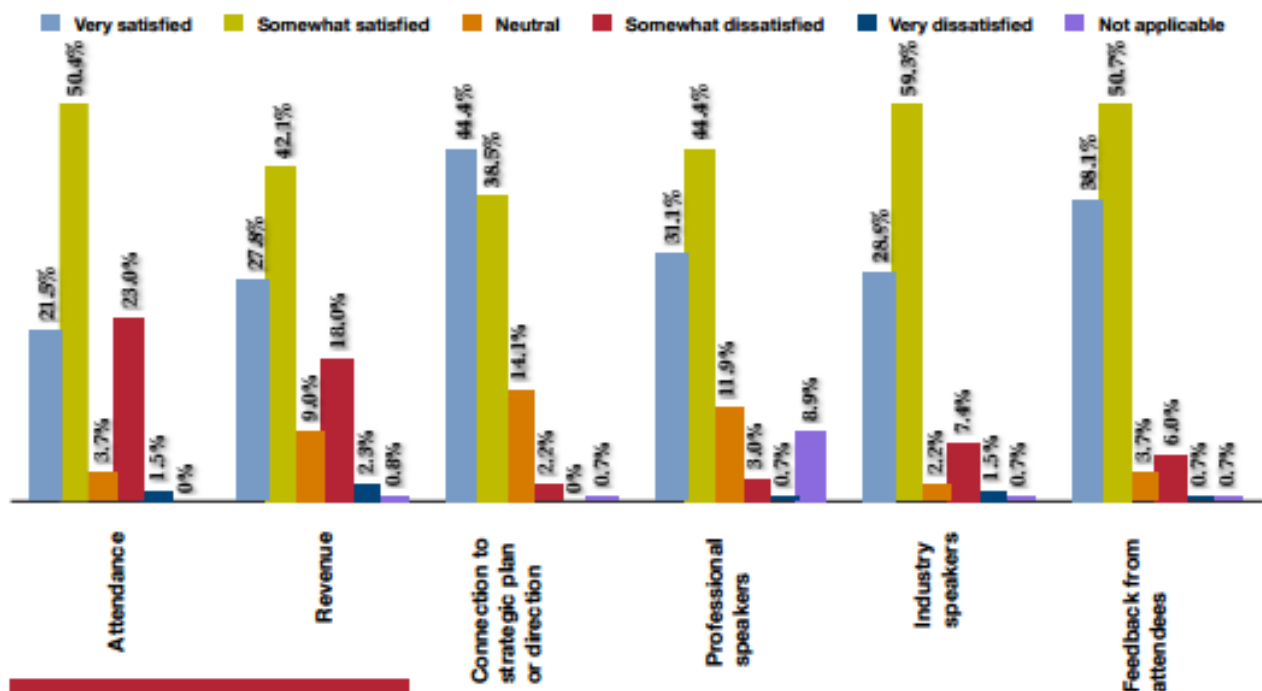
While organizations seem generally happy with both their professional and industry speakers, respondents rated their satisfaction (very or



somewhat) with industry speakers almost 13 percentage points higher than their satisfaction with their professional speakers. Perhaps that's a case of having higher expectations for professional speakers.

The areas with the most dissatisfaction were attendance and revenue (where 24.5 and 20.3 percent, respectively, are either very or somewhat dissatisfied). We see these numbers as indicators that, as professional development dollars become more discretionary, the need to keep raising the bar on the quality of face-to-face conferences is growing.

Over half (54.8 percent) of respondents consider their organization's meetings very successful, and another large chunk (44.4 percent) consider them somewhat successful, leaving only a sliver (0.7 percent) in the somewhat unsuccessful camp and none in the very unsuccessful category.



Overall, how satisfied or dissatisfied is your organization with its meetings in terms of these specific items? (135 responses)

What the Numbers May Mean

For comparison, 74.3 percent of organizations surveyed in *Association Learning + Technology 2011* (published by Tagoras), were very or somewhat satisfied with their current e-learning initiatives, and only 15.0 percent rated themselves as very successful in their e-learning initiatives—that's compared to the 92.7 percent of respondents for this report who are very or somewhat satisfied with their meetings and the 54.8 percent who view their meetings as very successful. Those gaps may be partially attributed to the fact that technology-enabled and technology-enhanced learning are much newer phenomena than tried-and-true meetings; meetings and education staff have had the advantage of years of effort and trial and error

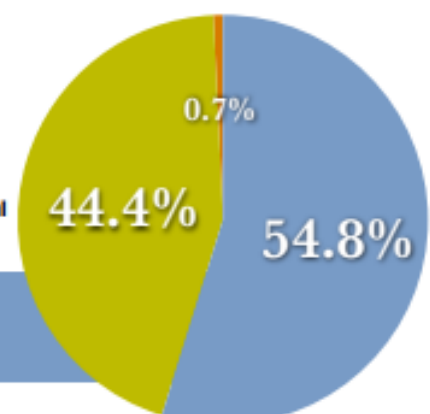
to smooth out hiccups and bumps at conferences, and attendees feel they know what to expect at a meeting. We should also remember the survey criteria we enforced—survey respondents had to hold a meeting for at least 500 attendees or have a professional speaker budget of at least \$5,000. Such criteria certainly winnowed out organizations with smaller meetings and budgets and may have also skewed the success and satisfaction ratings.

Given such high success and satisfaction self-ratings, we decided to compare organizations that ranked themselves as both very satisfied and very successful with their meetings to all respondents to see what we might learn. In many aspects, the groups look the same, suggesting achieving the

● Very successful
 ● Somewhat successful
 ● Somewhat unsuccessful
 ● Not successful

How would you rate the success of your organization's meetings? (135 responses)

An overwhelming 99.2 percent of respondents characterized their meetings as very or somewhat successful.



highest success and satisfaction may be as much art as science, but we did uncover some differences.

- The very successful and satisfied use speaker bureaus more frequently (51.0 percent use them always or frequently versus 42.8 of all respondents) and find them more valuable (56.4 percent find speaker bureaus extremely or very valuable compared to 43.4 percent overall).
- When hiring professional speakers, the very successful and satisfied are more likely to rely on a board or volunteer committee (34.7 versus only 24.4 percent overall).
- Over 90 percent of the very successful and satisfied help industry speakers prepare compared to 81.7 percent overall, and they're more likely to provide training or tips for better presentations (77.1 percent versus 65.3 percent).
- The very successful and satisfied are more likely than respondents overall to measure whether learning occurs through a combination of pre-meeting and post-meeting assessment (21.7 percent versus 12.3 percent).

We also found some correlation between certification and continuing education and aspects of success and satisfaction. Groups that offer CE for their meetings are more likely to be satisfied with their meetings overall (64.1 percent report being very satisfied versus 41.9 percent of groups that don't offer CE) and to be satisfied in particular in the following areas:

- Revenue—75.6 are very or somewhat satisfied with their meetings revenue versus 58.1 percent of non-CE-offering organizations
- Connection to organization's strategic plan or the direction—88.0 percent are very or somewhat satisfied compared to 72.1 percent
- Professional speakers—78.2 are very or somewhat satisfied versus 69.8 percent
- Industry speakers—91.3 percent are very or somewhat satisfied compared to 81.4 percent

Organizations offering CE for their meetings are also likely to characterize their meetings as very successful (58.7 percent compared to 46.5 percent of groups that don't offer CE). Having a formal certification program ups your chances of being satisfied with meetings revenue. Over 75 percent of those organizations report being very or somewhat satisfied with revenue versus 66.7 percent of non-certifying groups. All in all, the data suggests the very satisfied and very successful organizations approach meetings with a focus on the educational aspect, as testified to by the greater commitment to providing speakers with training and tips for better presentations and measuring whether learning occurs at the meeting in a way that homes in on the impact of the meeting. Finally, while it's reassuring in many ways to see almost everyone so apparently happy with their meetings, we can't help but feel a warning may be needed lest the numbers foster a complacency that prevents organizations from looking at what they can do to improve the efficacy and value of their meetings and rise to even higher levels of success and satisfaction, like shifting from smile sheets to the measurement of learning and the application of learning.

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USE OF PROFESSIONAL SPEAKERS

Does your organization hire professional speakers for its meetings? (171 responses)

Yes	84.8%
No	15.2%

MEETING WITH 500 OR MORE ATTENDEES

Does your organization hold a meeting attended by 500 people or more? (151 responses)

Yes	84.1%
No	15.9%

Respondents Who Spend at Least \$5,000 on Professional Speakers

The following questions were asked only of respondents who indicated their organization hires professional speakers for its meetings and, excepting the first question below, has a professional speaker budgets of at least \$5,000. They were asked to respond to the questions based on their organization's use of professional speakers *in general, across all meetings*.

ANNUAL PROFESSIONAL SPEAKER BUDGET

What is your organization's annual budget for hiring professional speakers? (142 responses)

Less than \$5,000	8.5%
\$5,000 to \$20,000	23.2%
\$20,001 to \$30,000	14.8%
\$30,001 to \$50,000	20.4%
\$50,001 to \$100,000	12.7%
\$100,000 or more	20.4%

NUMBER OF PROFESSIONAL SPEAKERS PER YEAR

How many professional speakers does your organization hire per year? (125 responses)

Mean	Median
14.6	5.0

FREQUENCY OF USE OF SPEAKER BUREAUS

Does your organization use a speaker bureau for recommending and hiring professional speakers? (124 responses)

Always	7.3%
Frequently	35.5%
Sometimes	38.7%
Never	18.5%

CHANGE IN USE OF SPEAKER BUREAUS

Over the past two years, has your organization used speaker bureaus more or less than in the past? (100 responses)

More	14.0%
About the same	59.0%
Less	27.0%

VALUE OF SPEAKER BUREAUS

How valuable does your organization find speaker bureaus? (99 responses)

Extremely valuable	12.1%
Very valuable	31.3%
Moderately valuable	37.4%
Slightly valuable	16.2%
Not at all valuable	3.0%

IDEA SOURCES FOR NEW PROFESSIONAL SPEAKERS

How does your organization usually get ideas for new professional speakers? Check all that apply. (119 responses)

Recommendations from peers	84.0%
Web searches (e.g., Google)	47.1%
Social media (LinkedIn, Twitter, etc.)	23.5%
Speakers we've seen before	69.7%
Recommendations from members	78.2%
Recommendations from staff	69.7%
Recommendations from speaker bureaus	51.7%
Direct solicitations from speakers	24.4%
Speaker proposal process	35.3%
Other	10.1%

HIRING AUTHORITY FOR PROFESSIONAL SPEAKERS

Who in your organization makes the final decision on which professional speakers to hire? (119 responses)

CEO or executive director	20.2%
Board or volunteer committee	24.4%
VP or director of meetings	10.9%
VP or director of education/professional development	22.7%
Staff committee	6.7%
Other	15.1%

IMPORTANCE OF PROFESSIONAL SPEAKER MARKETING TOOLS

Please rank the importance of the following speaker marketing tools when choosing a professional speaker. Only one item may be marked most important, and only one may be marked least important. Use 1 for the marketing tool your organization considers most important, 2 for the next most important, and so on down to 7, the least important item. (113 responses)

	1 (most important)	2	3	4	5	6	7 (least important)
One sheet	4.7%	3.8%	5.7%	7.5%	8.5%	23.6%	46.2%
Web site	11.2%	23.4%	16.8%	19.6%	15.0%	12.1%	1.9%
Social media presence (blog, Facebook page, LinkedIn profile, etc.)	0.0%	3.8%	14.2%	13.2%	21.7%	27.4%	19.8%
Speaker video	43.0%	13.1%	11.2%	12.1%	15.0%	3.7%	1.9%
Published book	2.0%	11.9%	17.8%	14.9%	21.8%	12.9%	18.8%
References (people to ask about their experience with the speaker)	28.8%	21.6%	19.8%	16.2%	3.6%	6.3%	3.6%
Past speaking experience and client list	11.2%	26.2%	17.8%	16.8%	15.9%	10.3%	1.9%

TIMELINE FOR PROFESSIONAL SPEAKERS

How far before your meeting does your organization prefer to secure professional speakers? (113 responses)

Less than 4 months	3.5%
4 to 5 months	16.8%
6 to 7 months	28.3%
8 to 9 months	29.2%
10 to 12 months	16.8%
More than 12 months	5.3%

IMPACT OF PROFESSIONAL SPEAKERS ON REGISTRATIONS

How important is having a headline, “big name” speaker for increasing registrations for meetings? (113 responses)

Extremely important	3.5%
Very important	24.8%
Moderately important	43.4%
Slightly important	18.6%
Not at all important	9.7%

IMPORTANCE OF FACTORS FOR PROFESSIONAL SPEAKER SUCCESS

For your meetings, rank the importance of the following factors of professional speaker success. Only one item may be marked most important, and only one may be marked least important. Use 1 for the factor your organization considers most important, 2 for the next most important, and so on down to 4, the least important item. (113 responses)

	1 (most important)	2	3	4 (least important)
Charismatic, high-energy stage presence	24.5%	52.7%	20.0%	2.7%
Current, relevant content	75.0%	13.4%	9.8%	1.8%
Motivational message	0.9%	14.8%	40.3%	36.9%
Active involvement of attendees (discussion or other form of participation)	3.4%	19.1%	30.9%	49.1%

FREQUENCY OF USE OF SPONSORS

Does your organization seek sponsors to underwrite, in full or part, the cost of professional speakers, sessions, or content tracks? (112 responses)

Always	25.0%
Frequently	27.7%
Sometimes	35.7%
Never	11.6%

CHANGE IN USE OF SPONSORS

Over the past two years, has your organization used sponsors to underwrite the cost of professional speakers, sessions, or tracks at your meetings more or less than in the past? (99 responses)

More	27.3%
About the same	60.6%
Less	12.1%

PLANNED USE OF SPONSORS

Does your organization plan to make use of sponsors to underwrite the cost of professional speakers, sessions, or tracks at your meetings in the next two years? (13 responses)

Yes	0.0%
No	69.2%
Not sure	30.8%

DOING MORE THAN SPEAKING

Does your organization request or require that the professional speakers it hires provide more than a face-to-face presentation (e.g., write a blog post or article or record a promotional video)? (112 responses)

Yes, we <i>request</i> professional speakers to provide more than a face-to-face presentation.	59.8%
Yes, we <i>require</i> professional speakers to provide more than a face-to-face presentation.	6.3%
No	33.9%

NON-SPEAKING REQUESTS AND REQUIREMENTS

What in addition to a face-to-face presentation does your organization request or require of the professional speakers it hires? Check all that apply. (73 responses)

Write a post for the organization's or meeting's blog	24.7%
Participate in a pre-meeting online conversation (e.g., Twitter chat or LinkedIn discussion)	41.1%
Record a promotional video	39.7%
Write a newsletter or magazine article or be interviewed	41.1%
Present or facilitate a pre- or post-meeting Webinar	23.3%
Participate in other elements of the meeting	75.3%
Other	23.3%

Respondents Who Hold a Meeting with at Least 500 Attendees

The following questions were asked only of respondents who indicated their organization holds a meeting with at least 500 attendees. They were asked to respond to the questions based on the use of industry speakers at *the organization's major meeting*. Respondents were left to define "major" for themselves—it could be the meeting with the largest attendance (over 500 people), the meeting that produces the most revenue, the meeting that the organization considers most strategically important, etc.—but, however they defined their organization's major meeting, they were to keep this one meeting in mind as they responded to the survey questions.

NUMBER OF INDUSTRY SPEAKERS AT THE MAJOR MEETING

How many industry speakers present at this meeting? (121 responses)

Mean	Median
152.0	50.0

PLANNED USE OF SPONSORS

Does your organization plan to make use of sponsors to underwrite the cost of professional speakers, sessions, or tracks at your meetings in the next two years? (13 responses)

Yes	0.0%
No	69.2%
Not sure	30.8%

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No	33.9%

NON-SPEAKING REQUESTS AND REQUIREMENTS

What in addition to a face-to-face presentation does your organization request or require of the professional speakers it hires? Check all that apply. (73 responses)

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Participate in a pre-meeting online conversation (e.g., Twitter chat or LinkedIn discussion)	41.1%
Record a promotional video	39.7%
Write a newsletter or magazine article or be interviewed	41.1%
Present or facilitate a pre- or post-meeting Webinar	23.3%
Participate in other elements of the meeting	75.3%
Other	23.3%

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NUMBER OF INDUSTRY SPEAKERS AT THE MAJOR MEETING

How many industry speakers present at this meeting? (121 responses)

Mean	Median
152.0	50.0

NUMBER OF SESSIONS AT THE MAJOR MEETING

What is the total number of sessions offered at this meeting? (120 responses)

Mean	Median
94.1	53.0

USE OF CALL FOR PRESENTATIONS

Does your organization issue a call for presentations for this meeting? (121 responses)

Yes	76.9%
No	23.1%

ACCEPTANCE RATE FOR CALL FOR PRESENTATIONS

How many proposals submitted in response to your call were accepted the last time you held this meeting? (93 responses)

80% or more	16.1%
60% to 79%	17.2%
40% to 59%	29.0%
20% to 49%	25.8%
Less than 20%	11.8%

TIMELINE FOR CALL FOR PRESENTATIONS

How many months before this meeting does the call for presentations close? (92 responses)

Less than 4 months	3.3%
4 to 5 months	12.0%
6 to 7 months	22.8%
8 to 9 months	41.3%
10 to 12 months	16.3%
More than 12 months	4.3%

SPEAKER PREPARATION

Does your organization prepare industry speakers for this meeting (e.g., hold a conference call to discuss logistics or provide an online speaker portal)? (120 responses)

Yes	81.7%
No	18.3%

CONTENT OF SPEAKER PREPARATION

What type of content does your organization provide to prepare industry speakers for this meeting? Check all that apply. (98 responses)

Venue or session logistics	89.8%
Training or tips for better presentations	65.3%
Information about expected attendees (e.g., number, interests, or skills)	85.7%
Information about overarching themes or content tracks at the meeting	71.4%
Information about the speaker or session evaluation process	66.3%
Other	14.3%

METHOD OF SPEAKER PREPARATION

How does your organization prepare industry speakers for this meeting? Check all that apply. (98 responses)

Individual coaching	24.5%
Conference call	62.2%
Online meeting or Webinar	22.4%
E-mail	91.8%
Dedicated Web site or portal for speakers	38.8%
Other	6.1%

SPEAKER COMPENSATION

Does your organization provide some compensation to its industry speakers (e.g., complimentary registration for all or part of this meeting)? (120 responses)

Yes	75.0%
No	25.0%

TYPES OF SPEAKER COMPENSATION

Which forms of compensation does your organization provide to its industry speakers for this meeting? Check all that apply. (90 responses)

Complimentary registration for the full meeting	71.1%
Complimentary registration for part of the meeting	25.6%
Reduced registration rate	24.4%
Complimentary lodging or reimbursement for lodging	48.9%
Complimentary transportation or reimbursement for transportation	40.0%

FORMAL EVALUATIONS

Does your organization collect formal evaluations from attendees at this meeting? (120 responses)

Yes	94.2%
No	5.8%

TYPES OF FORMAL EVALUATIONS

Which types of formal of evaluations does your organization collect from attendees at this meeting? Check all that apply. (113 responses)

Evaluations of the overall meeting	92.9%
Evaluations of each session	88.5%
Evaluations of each speaker	66.4%

COLLECTION OF FORMAL EVALUATIONS

How does your organization collect formal evaluations from attendees at this meeting? (113 responses)

Attendees complete paper-based evaluations.	14.2%
Attendees complete online evaluations.	44.2%
Attendees complete evaluations using a mobile app.	6.2%
Attendees complete evaluations using a combination of paper-based, online, and/or mobile-app methods.	32.7%
Other	2.7%

MEASURING LEARNING

Do you measure whether learning occurs at this meeting (e.g, through assessments or evaluation questions tied to learning objectives)? (120 responses)

Yes	47.5%
No	52.5%

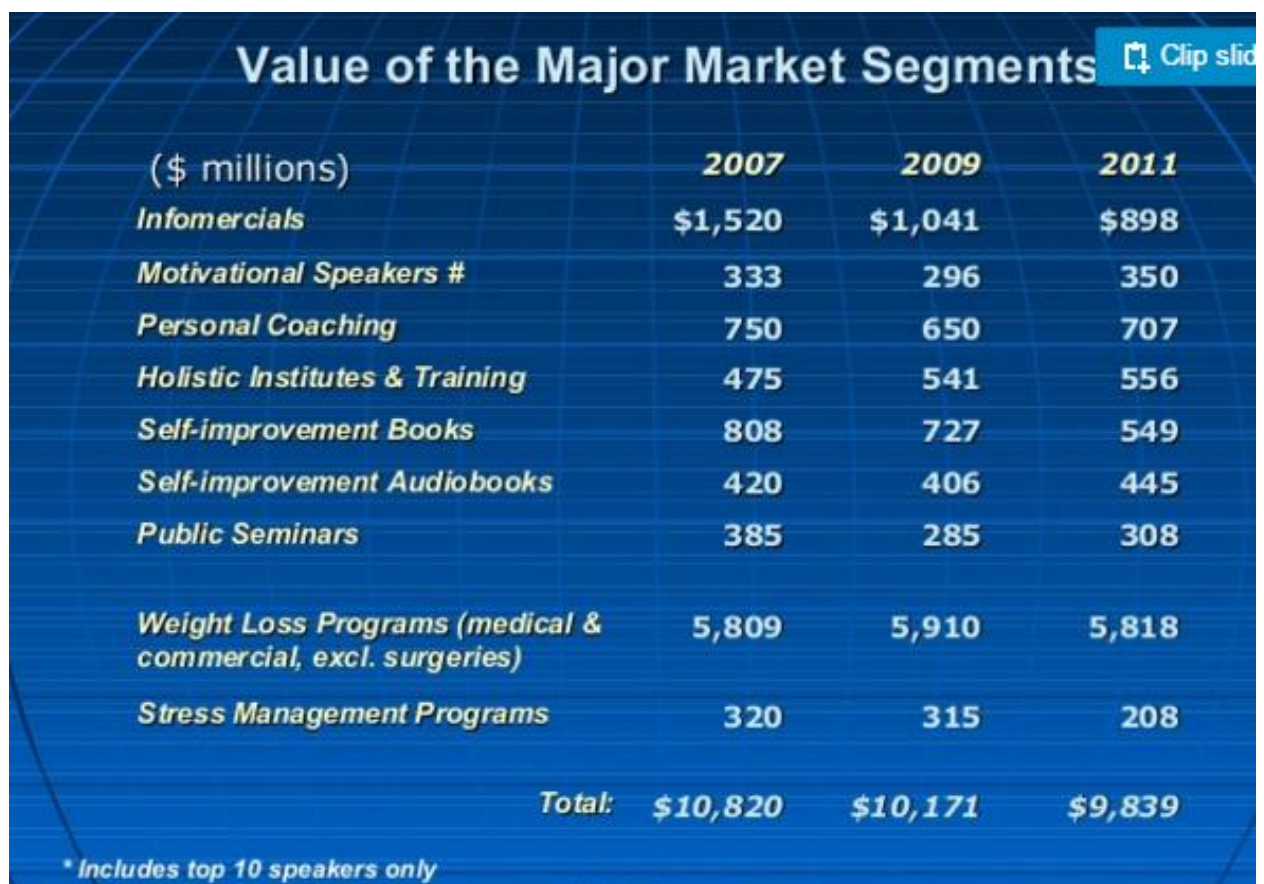
METHOD OF MEASURING LEARNING

How do you measure whether learning occurs at your meetings? Check all that apply. (57 responses)

Through evaluation questions that align with learning objectives	75.4%
Through post-meeting assessments or follow-ups	21.1%
Through post-session assessments or follow-ups	14.0%
Through a combination of pre-meeting and post-meeting assessment	12.3%
Through evaluations conducted a month or more following the meeting	17.5%

The Market For Self-Improvement Products & Services

Simply the most comprehensive business analysis that exists of the self-improvement market. This study examines the \$9.6 billion market for motivational "self-improvement" programs and products that seek to improve us physically, mentally, financially or spiritually. Discusses the market for: books, CDs/DVDs, audiobooks, infomercials, motivational speakers, public seminars, workshops, retreats, webinars, 16 holistic institutes, personal coaching, websites, Internet courses, training organizations and more. Nature of the business and outlooks for each market segment. Major topic categories covered: weight loss/exercise, business/sales skills, business opportunities/investing, improving relationships, and general motivational.



Value of the Major Market Segments Clip slide

(\$ millions)	2007	2009	2011
<i>Infomercials</i>	\$1,520	\$1,041	\$898
<i>Motivational Speakers #</i>	333	296	350
<i>Personal Coaching</i>	750	650	707
<i>Holistic Institutes & Training</i>	475	541	556
<i>Self-improvement Books</i>	808	727	549
<i>Self-improvement Audiobooks</i>	420	406	445
<i>Public Seminars</i>	385	285	308
<i>Weight Loss Programs (medical & commercial, excl. surgeries)</i>	5,809	5,910	5,818
<i>Stress Management Programs</i>	320	315	208
Total:	\$10,820	\$10,171	\$9,839

* Includes top 10 speakers only

2012-2016 Forecast Annual Growth

<i>Infomercials</i>	10.0
<i>Motivational Speakers #</i>	6.8
<i>Personal Coaching</i>	4.5
<i>Holistic Institutes & Training</i>	4.2
<i>Self-improvement Books</i>	4.8
<i>Self-improvement Audiobooks</i>	6.0
<i>Public Seminars</i>	6.0
<i>Weight Loss Programs (medical & commercial, excl. surgeries)</i>	6.2
<i>Stress Management Programs</i>	0.0
<i>Total:</i>	5.5

* Includes top 10 speakers only

Nature of The Market

- ❖ Products & services to improve oneself: mentally, spiritually, physically, financially
- Mostly (70%) female customers, affluent, living on east & west coasts of U.S.
- Fragmented market populated by small, private firms, low barriers to entry, many entrepreneurs
- No trade association or magazine or national conference
- Driven by gurus

What Has Not Changed in 19 Years

- Still no industry trade association
- Still no industry trade journal or magazine
- Just as many scams & frauds, moved online
- 70% of the market is female clients
- Low barriers to entry – lots of entrepreneurs

Multiple Distribution Channels Are Key To Success For Top Players Income Sources:

- Speaking engagements (public & private)
- Book, audiobook, DVD sales
- Personal coaching departments, staffs
- Workshops & retreats (high priced)
- Direct to consumer sales via websites
- Webinars and podcasts
- Cross promotions with other gurus
- Online course and “universities”

Major Market Developments: 2012

- Last recession had major impact, consumer spending weak
- Market suffers from bad publicity: scams, frauds, bankruptcies, deaths at James Ray sweat lodge, shady models exposed
- No major hits like The Secret, lack of the next "big thing"
- Shift to digital/Internet delivery of products, information.
- Older gurus are dying or retiring, new young ones emerging?
- Customer confusion: content quantity increases, but not quality
- Customers more focused on practical skills, financial & business topics, less spiritual

Market Problems: Lack of Credibility

- Does self-improvement work? Where's the proof?
- People, Baby Boomers still need "gurus" to hold their hand
- Scandals abound: Peter Lowe goes bust, James Ray sweat lodge deaths, Robert Kiyosaki bankruptcy, Suze Orman criticized over her advice
- Few gurus for younger generation
- Oprah Winfrey leaves void in market when her show ends

Motivational Speakers Market

- Live events attendance down a lot, due to cost, travel
- Changing of the guard coming: older gurus retire or die
- Fees for top speakers stable (\$20-50K per speech)
- Speakers giving away more free content as teaser to buy
- High-priced retreats/seminars not selling well
- More online home study courses offered
- 5,000+ pro speakers in U.S., but only handful make big money
- Best-selling book is the usual ticket to enter the field

Personal Coaching Market

- Worth \$707 mill. in U.S. \$1.5 bill. worldwide
- Avg. Coach makes \$46,400 - \$65,300
- Estimated 13,750 pro coaches active in the U.S.
- Coaching still popular but hit hard by last recession
- Projects for corporations, government held up better than personal coaching
- Consumer price resistance, no. of clients per coach fell
- Services delivered mostly by phone, email
- Consumers now opting for less costly solutions: books, CDs, free webinars, podcasts, MP3 downloads, rather than \$200-500/month coaching.

Public Seminars Market

- Estimated \$308 million U.S. market
- Mostly 1-day events, travelling roadshows
- Tough business to make profitable – high overhead
- Stadium type events by Peter Lowe, others few in number (5+ major speakers: celebrities, politicians, military, business gurus)
- Major competitors: Fred Pryor/Career Track, Landmark Education, Skillpath, Natl. Seminars Group, Peak Potentials
- Hay House becoming more active in the market
- Many acquired by Universities, for non-profit status

Infomercials Market

- All infomercial retail sales = \$2.82 bill. – self-improvement shows account for 45% or \$1.26 billion
- SI sales down 40% from 2007-2011
- Health & fitness equipment sells best, followed by weight loss programs, then business opportunities/financial, then personal development
- Sales should improve with the general economy
- General motivational category is weakest – consumers want more concrete and specific programs or products

Self-improvement Books Market

- Segment fell 20% since 2007, to \$549 million, lack of any blockbusters like The Secret
- SI books sold retail, online and via 4,000 small new age bookstores/retailers
- Avg. new age bookstore does only \$125,000/year
- Diet books comprise big chunk of SI book sales
- Avg. annual growth to 2016 forecast: 4.8%

Self-improvement AudioBooks Market

- Total audiobooks mkt. worth \$2.97 bill. In 2011.
- SI audiobooks account for 15% or \$445 million
- 24 million Americans listen to audiobooks regularly
- Customers have higher than average income, education
- Market strong: grew 10% in 2010, 13% in 2011
- Popular because consumers spending more time commuting, portability, low cost

Motivational Speakers... This segment's sales, for the top 10 speakers, plus the operations of Franklin Covey Co., were estimated at \$350 million last year, up slightly. All 5,000 U.S. speakers take in more than \$1 billion per year. The big names are still big. Zig Ziglar passed away, as did Stephen Covey. Scandals surfaced, as products/services endorsed by Suze Orman found critics, Robert Kiyoski declared bankruptcy, and people died at James Ray's AZ sweat lodge. Many speakers are aging, retiring, and are cutting back road tours. They're creating more webinars & online courses to deliver information.

Self-improvement customers are most likely female, middle-aged, affluent, and live on the two U.S. coasts. 70% of selfimprovement book buyers and seminar attendees are female.

"Just as consumers are now questioning government, religion, highly paid CEOs and large financial institutions, they are scrutinizing more self-improvement "gurus. Blind faith is being replaced by a demand for practical skills, at reasonable prices. While many have been waiting for the next big thing, like a blockbuster book, the Internet and digital delivery of content has been playing a bigger role. Live streaming of events, webinars, and teleseminars are more prevalent and are driving down the cost of self-improvement programs and services. In addition, more content than ever is flooding the market, as technology has made it possible for anyone to become an author, a coach, a producer and innovator—resulting in confusion as to how to distinguish between good and bad material" , according to John LaRosa:

Value of U.S. Self-Improvement Market Segments: 2011

	2009	2011 (\$ millions)	Forecast 2016 Growth Rate (%)
Infomercials	\$1,041	\$898	10.0
Top 10 Motivational Speakers	296	350	6.8
Personal Coaching (No. America only)	650	707	4.5
Holistic Institutes & Training Companies *	541	556	4.2
Books	727	549	4.8
Audiobooks	406	445	6.0
Public seminars	285	308	6.0
Weight Loss Programs **	5,910	5,818	56.2
Stress Management Programs	315	208	0.0
Total:	\$10,171	\$9,839	6.1

\$10.4 Billion Self-Improvement Market Survives Scandals & Recession

Marketdata Enterprises, Inc., a leading independent market research publisher since 1979, has released the 9th edition of one of its best-selling studies, a 382-page report entitled: The U.S. Market For Self-Improvement Products & Services.

This is the only publicly available study about this \$9.84 billion business. The study traces the market from 2003-2016, examining these markets: Infomercials, Holistic Institutes, Self-Help Books & Audiobooks, Motivational Speakers, Websites, Seminars, Personal Coaching, Online Education, Weight Loss and Stress Management Programs.

According to Research Director, John LaRosa: “There is no shortage of demand for products and programs that cater to Americans’ desire to make more money, lose weight, improve their relationships and business skills, cope with stress, or obtain a quick dose of motivation. An elite handful of celebrities have leveraged their names to build multi-media empires consisting of: books, tapes, CDs/DVDs, seminars, workshops, websites and online “universities”, personal coaching, infomercials, and consulting. However, there is a “changing of the guard” as gurus are dying, retiring, and cutting back their road schedules.”

Major Findings:

- **MARKET VALUE...** The total U.S. self-improvement market was worth \$9.84 billion last year, versus \$10.82 billion in 2007 — a 9.1% 4-year decline. We forecast better 6.1% average yearly gains from 2012 to 2016. The recession took a toll on most market segments, including live seminars, books, infomercials, personal coaching, commercial diet programs and stress management. However, growth was evident in audiobooks, medical diet programs and holistic institutes/training companies.
- **INFOMERCIALS...** Infomercials were hit hard by the recession, as retail sales plunged 40% from 2007 to 2011. Self-Improvement programs had \$898 million in retail sales last year — for only 35% of total infomercial sales. This share is expected to climb to more historical levels over the next four years.
- **SELF-IMPROVEMENT BOOKS...** Last year’s overall book sales fell 2.5%. Flat is the new up. There were no self-help blockbusters last year, just a few diet books. There was a shift to e-books and audiobooks, and real estate and financial titles were not popular due to the recession. Marketdata estimates that self-improvement book sales have declined 20% since 2007, to \$549 million last year. We estimate that 17% of New Age bookstore sales are related to self-improvement. The number of New Age retail stores is declining, to under 4,000.
- **AUDIOBOOKS MARKET...** This is now a \$2.97 billion segment. After dipping 10% in 2009, sales have rebounded strongly, 10% in 2010 and 13% in 2011. The APA says that 24+ million Americans now listen to audiobooks. Of this total, self-improvement titles account for \$445 million—or about 17% of all audiobook sales. 24% of Americans now listen to audiobooks.

- **PERSONAL COACHING...** also took a hit. The estimated 13,750 active coaches in the U.S. did less coaching for individuals, but corporate business held up better. Some cut fees or began to offer group sessions. This is a \$707 million market in North America, and the “average” coach in this region makes \$51,418/year. The U.S. market contracted by 5.7% from 2006-2011.
- **MOTIVATIONAL SPEAKERS...** Sales for the top 10 motivational speakers, plus the operations of Franklin-Covey Co., were estimated at \$350 million last year, up slightly. The big names are still big. Zig Ziglar passed away, as did Stephen Covey. Scandals surfaced, as products/services endorsed by Suze Orman found critics, Robert Kiyoski declared bankruptcy, and clients died at James Ray’s AZ sweat lodge. Many speakers are aging, retiring, and are cutting back road tours. They’re creating more webinars & online courses.
- **PUBLIC SEMINARS...** Marketdata, for the first time, has good sales and expenses data for the major seminar companies, available via annual tax returns filed by their parent companies. Peter Lowe’s large scale Get Motivated seminars folded, but this is still a \$308 million market, and Hay House is expected to fill the void with a larger schedule.
- **HOLISTIC INSTITUTES & TRAINING COMPANIES...** The 16 holistic institutes are still operating, attracting about 152,000 people/year and growing moderately. In addition, companies such as Hay House (\$50-75 mill. Sales), Gaiam (\$275 mill. Sales), Toastmasters (280,000 members) and Dale Carnegie (100,000 trained in the U.S.) are expected to grow through 2016.

"Just as consumers are now questioning government, religion, highly paid CEOs and large financial institutions, they are scrutinizing more self-improvement gurus. Blind faith is being replaced by a demand for practical skills, at reasonable prices. While many have been waiting for the next big thing, like a blockbuster book, the Internet and digital delivery of content has been revolutionizing the business.. Live streaming of events, webinars, and teleseminars are more prevalent and are driving down the cost of programs and services. In addition, more content than ever is flooding the market, as technology has made it possible for anyone to become an author, a coach, a producer and innovator—resulting in confusion how to differentiate between good and bad material," according to John LaRosa.

15 Facts About Self Help

The following list of facts will help to provide trends and common traits associated with the self improvement industry.

1. The new target audience are women.
2. The industry is still growing even when we were hit by a recession.
3. Readers have renounced ownership to themselves.
4. Self help is dated back to 1859 with the first self improvement book was released titled, "Self Help."
5. Infomercials bring in the largest sales volume.
6. Most self help guides do not consider environmental factors.
7. Materialism tramples spiritualism.
8. Moving into other industries such as athletic trainers and personal coaches.
9. Over 13 million relationship self help books sold in 2007.
10. 18,000 life coaches work in the United States.
11. The more stupid the title, the better it sells.
12. Men rarely buy into self help.
13. No oversight board for life coaches.
14. Televisions helps the already flourishing industry with shows such as Hoarders and Intervention.
15. Life coaching can become a profitable angle for mental health professionals.

Most prominent motivational speakers

Top five motivational speakers in India

Motivational speakers provide informative and inspirational speeches to clusters of people. They are employed mostly by businesses, event organizers and schools to speak on topics such as living a healthy lifestyle, organizing one's personal life, or business and financial success. Motivational speakers are experts in tailor fitting their messages to their audiences whether it is a crowd of business executives or a class of secondary students.

Motivational speakers help individuals motivate mental, spiritual, social, physical, financial and career aspects of their lives. Motivational speakers should work hard in maintaining and developing their abilities and verbal communication skills, as this is a vital element of the job. A good motivational speaker should do research to continuously keep up with trends and events regarding the subject matter that they speak about. They must also have the skill to converse with their audiences after every speech to offer consultations and answer

queries. Considered experts in their field, motivational speakers are looked to when insights are essential in that given area.

In the western world, especially in America, motivational speakers like Tony Robbins, Les Brown, Zig Ziglar, Jack Canfield, Jim Rohn and Bob Proctor have helped businesses and people grow and reach their true potential. Some of these speakers speak more than 200 days in a calendar year. In India, the trend is slowly picking up, corporate world and even the Indian Army is calling motivational speakers to help their people and motivate them to do their best.

There is huge number of 'speakers' in India. Here is a list of 5 of the most popular ones:

No. 5 MINOCHER PATTEL



Mr. Minocher Patel is Founder Director, Ecole Solitaire, a Residential Finishing School and Corporate Training Consultancy. Minocher Patel is an inspiring Indian motivational speaker. He has conducted many training programs for the corporate sector and student community. He is also the visiting faculty for some of the management institutes of the country. His seminars and workshops are well known for their content backed by his entertaining style of delivery.

A management graduate from Symbiosis Institute of Business Management, Pune, Minocher participated in the 'Train the Trainer' program in West Germany and Finland in 1988 and is involved in training ever since. He has over seven years of experience in the private sector and thirteen years of experience as a motivational speaker and a trainer.

No. 4 T. S. MADAAN



Mr. T.S.Madaan (Tarvinder Singh Madaan) is a Hindi Motivational Speaker and Comedian. He is a retired LIC employee. A regular blood donor (36 times till date), an actor, a singer and a painter, he is extremely popular amongst his audience. He has served various clubs and associations as President. Born on 14 November, 1958 in a highly educated family, he himself has been trained by world's best trainers, educators and motivators. His sessions are designed to infuse dynamism and vigour into the participants, to make them more Productive. His Motivational Talk generally consists of Positive Attitude, Big Goals, Customer Care, Human Relations, Stress Management, Anger Management, Self Confidence, Communication Skills, Behaviour, Time management etc. The various benefits to the organisation are Enhanced Productivity, Performance, Commitment, Loyalty, Employee/Employer Relations, Team Work etc. and the benefits to the audience are Enhanced Family Happiness, Social Acceptability, Self-esteem, Patience, Tolerance etc. The delivery style is Interactive, Entertaining and Powerful. He is considered among good motivational speakers in India.

No. 3 SHIV KHERA

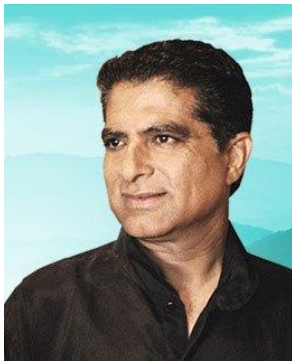


Mr. Shiv Khera is the founder of Qualified Learning Systems Inc. USA. An Author, Educator, Business Consultant and successful Entrepreneur, he is a much sought-after motivational speaker.

He inspires and encourages people, making them realize their true potential. He has taken his dynamic personal messages to opposite sides of the globe, from the U.S. to Singapore. His 30 years of research, understanding and experience have helped people on the path of personal growth and fulfillment.

Mr. Khera is the author of 12 books including international bestseller “You Can Win”, which has sold over 2 million copies in 16 languages. His other books are creating new records. He is a popular author, consultant and motivational speaker in India.

No. 2 Deepak Chopra



Born Deepak Chopra in 1947 (he claims to have forgotten his exact birthday) in New Delhi, India. He is a very famous motivational speaker in India. The son of an eminent cardiologist, Krishnan Chopra, Deepak at first spurned his father's career path, wanting instead to pursue a career as a journalist. Eventually, however, he became enthralled with the subject of medicine and enrolled at the All India Institute of Medical Sciences in his native city.

After a meeting with transcendental meditation guru Maharishi Mahesh Yogi, Chopra quit his job at New England Memorial Hospital and started the Maharishi Ayur-Veda Products International, a company that specialized in alternative products, like herbal teas and oils. Co-founded with the Maharishi, the company successfully launched Chopra into the world of alternative medicine.

No. 1 M NASEER KHAN



[Mr. M Naseer Khan](#), today, is the most inspiring motivational speaker and success coach in India.

Consistently ranked among top Indian motivational speakers, Naseer is by far the most energetic and captivating speaker in the country. Energy just flows when he is among the people. His events are more like a rock-concert.

Naseer uses advanced techniques like NLP (Neuro Linguistic Programming), Hypnosis, Music, etc. to engage the audience and lead them to use what they learn during his seminars so that they can create a positive lasting change in their life.

He was born in a small city of India- Jabalpur. One amongst 9 siblings Naseer has an inspiring story of rags-to-riches.

[Naseer](#) has worked in India, Europe and Africa with a wide variety of public and private organizations in virtually every arena, from the Military sector to Financial Services, Manufacturing, Health, I.T., Retail, Police, Universities and many more.

He is an M.B.A. from University of Macerata, Italy. Because he has studied and worked in Europe, he has a vast international exposure and a great understanding of multiculturalism. He has worked with such big institutions as The Indian Army, The Police, HCL, British Telecom, Genpact, CRS Global etc. for about 17 years. He is the founder Director of Elevate Global Training Solutions.

Naseer is famous for his very popular 5 hour long motivational event “Transformation” in India.

[Naseer Khan](#) mainly talks about The Secrets to Success, Leadership of Tomorrow, Confidence Building, Goal Setting, Success Strategies, Power Selling, Employee Motivation, Power of Dreams, Youth Empowerment, and Personality TRANSFORMATION. He is an expert on enhancing productivity and happiness of your team members. The quality that sets him apart is the fun and passion that the participants feel while learning in Naseer’s

seminars. They not only 'learn' but actually 'do' it with [Naseer](#). He says 'Knowledge is useless if you don't use it'.

Whether you are a student, an employee, a housewife or have been in business for years, Naseer's training will give you proven strategies and time tested systems to create a bright future. His message is simple, powerful and practical.









European Speakers Bureau

European Speakers Bureau is a leading European speaker agency. We provide speakers and trainers of the highest calibre for public and private sector conferences, summits, webinars, master-classes and workshops.

At European Speakers Bureau, we represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs. Between them, they cover a vast range of topics, from management and finance to technology, education, innovation and the environment. Many are globally renowned and lead projects, initiatives and companies that have reached millions of people across the world. In speaking, they share unique experiences that touch upon more than simple business acumen or skill; themes of leadership, entrepreneurship, learning, risk-taking and transformation are all covered.

Whether you are planning a large or small event or simply want some ideas on how we can assist, please do contact us now.

Our current most popular speakers:

			
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<u>John Bruton</u>	<u>Francois Fillon</u>	<u>Bernard Kouchner</u>	<u>Joan Laporta</u>

Many of our renowned speakers are also able to design and deliver customised one day master-classes. The topics we cover include: Energy and the Environment, The New Imperative: Public Service Innovation, Leadership in a New World: Why Should Anyone Be Led By You, Future of Europe, The Next Step in CSR: Enhancing the Social Contract, Business Transformation, Creating a High Performance Environment, Energising the Corporation, Future of Work, Global Strategy, Social Media, Leadership in Government, Creating an Entrepreneurial Culture, BRIC Economies, Competitive Strategies for Islamic Banks, How to Dominate in Emerging Markets, How the Web's Cloud Culture is Changing How We Create and Share Ideas, Creating Trust in Relationships, The Leader as Coach and Mentor.

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Justine Troy



Mike Tamaki

Current Top 10 Corporate Motivational Speakers in Australia

Motivational Speakers Australia presents the best Australia Motivational Speakers available for Corporate Speaker events.

If you are looking for an excellent motivational keynote speaker for your next corporate event or industry seminar or conference then this list of the current Top 10 Speakers will be of great value to you and your organization. These motivational speakers add tremendous credibility to your event and will leave your audience motivated, and inspired and eager to achieve great things for themselves and for their organisation.

Millions of people around the world have had their lives touched and changed by great motivational speakers. They have been inspired to follow their dreams, to achieve their goals, to take the initiative and to open their eyes to new opportunities. This is all

thanks to motivational speakers. These individuals help people to succeed in business, to become leaders, develop a positive attitude, create motivated and self-starting work teams, improve their relationships both personal and with their business colleagues, have more fun in life, achieve financial prosperity and find out more about what they really want out of life.

Our Featured Speakers Are:



Toni Fitzgerald
keynote
motivavtional
speaker

Toni Fitzgerald is recently recognised by the American National Academy of Best Selling Authors and presented with the prestigious Gold Quilly Award. Toni has spoken internationally and now shares her lessons on the value of connecting with both customers and perhaps more importantly with employees and how savvy businesses are using this engagement to motivate their employees and foster initiative. Toni speaks from the heart about lessons learned from the challenges in her career – from sidekick to Humphrey B.Bear, national current affairs TV journalist, to high profile corporate marketing manager to the very ups and terrible downs as a business owner. And the stories of her challenges across her time spent in Africa are funny, sad and inspiring all at the one time....



Dr Neryl East
Keynote
Motivational
Speaker

Dr Neryl East is an award-winning international speaker and communication expert who helps businesses stand out in the media – for all the right reasons. From covering murder and mayhem as a TV reporter to managing the fall-out from one of Australia's biggest sex and corruption scandals, Neryl draws on decades of experience to share secrets on making the media work for you – and how to double your results through social media



Adam Fraser
keynote
motivavtional

Dr Adam Fraser is one of Australia's leading educators, researchers and thought leaders in the area of human performance! In this time he has worked with elite level athletes, the armed forces and business professionals of all levels. Adam's work takes many forms from one on one coaching, consulting, to workshops and keynote presentations.

speaker



For almost 4 decades, Allan Pease (aka Mr Body Language) has been recognised as one of the world's most influential speakers. Allan's expertise in Body Language and Communication continues to change the way companies do business, how people communicate, and offers a unique, refreshing insight into understanding human behaviour.

Allan Pease
keynote
motivavtional
speaker



After over thirty-five years on the professional speaking circuit, Bettina Arndt knows all about keeping an audience riveted. She has spoken to audiences all over the world and is renowned for her engaging, humorous and informative talks. Bettina is the real thing, after years working in the media talking about sex and her work as a sex therapist, she has become generic, a brand of her own - rather like soap powder.

Bettina Arndt
keynote
motivavtional
speaker



Siimon talks regularly at conferences in Australia and internationally. His speeches are lively, revealing, useful and memorable. Siimon is not just a professional speaker, he's a highly accomplished entrepreneur. He has co-founded 2 highly successful conglomerates employing thousands of people in 4 continents.

Siimon Reynolds
keynote
motivavtional

speaker



Peter Baines is an international keynote speaker who shares his lessons on Leadership, change management and corporate social responsibility. Peter now provides a rare insight into the lessons learnt from challenges faced in his career as a police officer and forensic investigator. Peter provides information and training and he has a strong focus on developing sustainable leadership.

Peter Baines
keynote
motivavtional
speaker



Patrick Hollingworth is a normal, everyday person from Western Australian. But he also happens to be an accomplished high-altitude mountaineer. Having decided that a life half-lived is a life wasted, Patrick committed himself to actualising his dream of one day climbing Mount Everest. After serving a 10-year climbing apprenticeship in the world's great mountain ranges, Patrick's fulfilled his dream in May 2010.

Patrick
Hollingworth
keynote
motivavtional
speaker



Matt Church is the founder of Thought Leaders Global. He is an instigator, motivator, disrupter, educator, researcher, innovator and leader. With a background in Applied Science and over 20 years as a thought leader and keynote speaker, Matt was awarded Australian Speaker of the Year in 2014 and was recently named as one of the Top Ten Motivational Speakers globally.

Matt Church
keynote
motivavtional
speaker



John McGrath is considered one of the most influential figures in the Australian property industry. As Chief Executive of McGrath Estate Agents, he took the company from a lounge room start-up in 1988 to one of Australia's most successful residential real estate groups, selling \$5.9 billion in residential property in Sydney last year.

John McGrath
keynote
motivational
speaker



John Maher is recognised as one of a leading 'risk' presenters in the financial advice industry in Australia, John speaks from the heart of his experience after being seriously injured in a car crash at age 42. He shocks his audience when he then tells how his beautiful 18-year-old daughter Carmen, the youngest of his four girls, was killed in a car crash just two years later.

John McGrath
keynote Close
speaker

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