



6 Creative Ways

To Hire The Speaker You Want Using The Budget You Have

Tried and tested, easy to implement ideas to hire a world-class speaker for your event using a small budget.

Dear Event Planner,

Have you experienced the moment?

THE MOMENT: You glance at the clock, and there are five minutes left of an event that you spent weeks or months planning, and the speaker you hired is on stage crushing it. You are 100% certain that this event is having a life-changing impact on your audience. After the event concludes, dozens of audience members and colleagues run over to tell you how impactful the event was. You're at peace knowing the event made a positive difference in your community and grateful for the recognition from your peers and audience members.

That moment comes to life when you choose to hire and work with a world-class speaker. World-class speakers are relatable to your audience, have a proven track record with hundreds of other clients, and take the time to understand the desired goals and outcomes for your event.

THE CHALLENGE: These high-quality speakers often charge a significant fee, and when it comes to the success of your event, hiring a cheap speaker is not the best idea. You want to work with someone you can trust because your reputation is on the line, along with the well-being of your audience. Sadly, you have a budget that seemingly won't allow you to do so.

THE TRUTH: No speaker on this planet enjoys turning down perfectly aligned events based on a lack of funding. It does happen, but they would much rather develop a creative win-win solution. If the speaker you want to work with happens to charge more than what you allocated, that's okay. There are a handful of creative solutions that will help you hire the speaker you want with the budget you have.

THE SOLUTION: We understand that every situation is unique, and there is no "one size fits all" approach when working with and hiring a world-class speaker. Therefore, this resource outlines six different, tried and tested, easy-to-implement ideas to bring a world-class speaker to your event on a smaller budget.

They each require grit and work on your part, but the well-being of your audience and the recognition you deserve is more than worth it. If you have questions about these strategies, please reach out via email: sam@samdemma.com.

Good luck

Sam



Strategy

#1

Share the Cost

Idea: Collaborate with another local school or organization to share the speaker on the same day of the event.

Example: Let's say you're looking to hire a speaker, and their fee is \$3500. Most speakers would welcome – with open arms – the opportunity to speak in front of another audience in the same area on the same day of your event. This provides the speaker with value because they can impact a larger audience without the additional travel expense. By collaborating with another local school or organization to bring in the speaker, you cut your investment in half. A \$3500 fee is reduced to \$1750!

Result: The speaker presents their message in front of an additional audience on the same day, and both you and the other local school/organization “split the bill.” Two communities are impacted, saving you 50% of the original fee.

Next Step: Reach out to another school or organization in your local area using the copy/paste email template provided. You know who you're reaching out to better than we do, so please customize it how you see fit.

Hi [name],

I'm one “yes” away from bringing this fantastic speaker to our community.

This is their website: [insert website here]

We're hoping to bring them into our community to address [challenge, or desired outcome].

Would you be opposed to joining forces and sharing this speaker with your school community?

Please let me know asap if this is something of interest!

Thank you,

[your name]

Strategy
#2**Discover Curriculum Connections**

Idea: Determine which curriculum outcomes or internal projects have funding for advertising this year. Ask your speaker to tailor their message to meet these curriculum outcomes or promotional needs.

Example: Let's say you're looking to hire a speaker. Your primary goals are to provide the community with an uplifting message and some practical ideas that will help them maintain positive well-being throughout the year. You only have \$1500, and the speaker charges \$2500. You investigate and find out that your school/organization has funding for programs that promote "career exploration and pathway planning." If the speaker can help, you can secure the remaining \$1000 from whoever promotes career exploration and pathway planning. These two topics seem unrelated, but you would be surprised at how seamlessly a world-class speaker can weave together what you and your audience want with your desired curriculum outcomes or program promotional goals.

Result: You provide your community with an impactful message while also driving home a vital curriculum connection that your school/organization hopes to address.

Next Step: Reach out to your administration or project manager using the copy/paste email template provided. You know who you're reaching out to better than we do, so please customize it how you see fit

Hi [name],

I'm one "yes" away from bringing this fantastic speaker to our community.

This is their website: [insert website here]

We're hoping to bring them in to address [challenge, or desired outcome].

Do we have any funding available to promote specific curriculum connections or to advertise internal programs this year? I think we can weave their impactful message and our curriculum goals together to assist with funding.

Would you please let me know?

Thank you,

[your name]

Strategy

#3

Commit to Multiple Events

Idea: Commit to working with the speaker for multiple events or recurring yearly programs and receive a significant discount.

Example: Chances are, the event you're planning right now will also happen next year and the year after that. If you're open to using the same speaker each year for a different audience, or to deliver an entirely new message, let them know. Most speakers will provide you with a packaged deal and discount if you're willing to lock in multiple events at once. This works exceptionally well with orientations, grade-specific programs, and annual conferences.

Result: You provide your community with an impactful message, and rest assured knowing that the next 1-4 yearly events are pre-planned with little work remaining. In exchange, you receive a significant discount.

Next Step: Reach out to the speaker using the copy/paste email template. Most speakers will provide you with a packaged deal and discount if you're willing to lock in multiple events at once.

Hi [name],

We really want to work with you!

We understand that your fee is [insert speaker's fee]. We only have [insert your budget].

If we committed to booking you for right now for [insert # of events] events, would you be willing to provide a discount?

We're trying to make this work.

Please let me know.

Thank you,

[your name]

Strategy

#4

Apply for A Grant

Idea: Obtain grant funding from the government, education department or a charitable organization. This can subsidize a portion of your event or cover the entire cost.

Example: Let's say you're hoping to hire a speaker. You only have \$1500, and the speaker charges \$2500. With a bit of research and elbow grease, you can find and apply for grants to secure additional funding for your event. Consider themes and awareness weeks/months that happen each year that align with government grants or support programs. There is often more funding available for these causes.

Result: You provide your community with an impactful message by leveraging pre-existing grants to fund your event from the government, education department or a charitable organization.

Next Step: Choose the theme or topic you're hoping to address with your speaker and begin searching/applying for related grants. This idea will require a little more work. Consider delegating this task to someone on your event committee or assembling a team to tackle this all together.

Grants in the United States

Current Grants: The State Department of Education
<http://www2.ed.gov/programs/find/elig/index.html>

Current Grants: The State Department of Human Services
<http://www.hhs.gov/grants/grants/index.html>

Grants in Canada

Taking it Global: Canadian Charity
<https://www.risingyouth.ca/>

Strategy
#5**Knock Knock...**

Idea: Knock on the doors of local service organizations and individuals looking to support impactful community events in exchange for some recognition and advertising.

Example: Rotary Clubs, Chamber of Commerce, Lions Clubs, Successful Real-Estate Agents, Mortgage Brokers, and some local “mom and pop” businesses. They gain recognition and build a positive reputation by helping their local schools in exchange for sponsoring your event. Also, consider reaching out to private foundations such as bank foundations and educational foundations that focus on youth development. Most banks conduct a charitable giving program for both philanthropic and business reasons. To find them, google “foundations in [closest large city]”

Result: You provide your community with an impactful message, and the local service organization, individual, or foundation benefits from some recognition, positive reputation building and advertising.

Next Step: Identify a shortlist of local service organizations, foundations, and individuals that you believe would be interested in sponsoring your event. Email them with your request to engage them as a sponsor. Ensure you emphasize the benefits they will receive for being aligned with your event. Get creative with your advertising ideas (flyers with their logo, hanging a flag outside, yard signs, e.t.c.). Feel free to customize and use the copy/paste email below.

Hi [name],

Our school community is one “yes” away from bringing this fantastic speaker to our community.

This is their website: [insert website here]

We’re hoping to bring them into our community to address [challenge, or desired outcome].

Would you be opposed to sponsoring the additional [insert \$\$ you need] to make this event a reality? We have some creative ideas to promote and advertise you as the main sponsor of our event.

I appreciate your consideration!

[your name]

Strategy

#6

Request a Virtual Experience

Idea: Ask your speaker to share a pre-recorded presentation that is customized for your event instead of having them speak in person.

Example: Let's say you're hoping to hire a speaker. You only have \$1500, and the speaker charges \$2500. Most speakers now have virtual options. If you can't afford their live virtual keynote fee, most speakers will create high-definition customized pre-recorded messages that you can purchase at a discount. Contact the speaker, share your event goals, and inquire about virtual or pre-recorded options.

Result: You provide your community with an impactful message while saving money on travel expenses and additional fees. Your colleagues and audience will love this innovative idea.

Next Step: Reach out to the speaker using the copy/paste email template. Most speakers will provide you with a set of virtual options and prices.

Hi [name],

We really want to work with you!

We understand that your fee is [insert speaker's fee]. We only have [insert your budget].

Do you have any virtual or pre-recorded options at a lower fee?

We're trying to make this work.

Please let me know.

Thank you,

[your name]



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