



GETTING BOOKED: THE BASICS

Trying to get booked for public speaking? It's not as easy as it sounds. Here's an outline of the basic considerations and steps to getting started.

1 What Do You Look Like Online?

Event managers often start looking for speakers online. Do you *look* like a speaker? Do you have a speaker profile in speaker databases? Does your LinkedIn profile say "speaker"? Do you engage with relevant organizations, events, and other speakers on your topic?

2 You and a Speaker Video

Professional speakers usually have a speaker sizzle reel or demo video. Event managers may require a video from you so they can see you in action but this may be difficult to get if you are just getting started. (Innovation Women partners with AnswerStage to provide each speaker with a virtual speaker video.) If you don't have a speaker video, it can be helpful to record a short video to show your confidence, personality, and speaking skills. Use a stable camera, good lighting, and clear audio.

3 Applying for Speaking Opportunities

The basic currency of speaking at conferences and professional events is the Call for Speakers. The Innovation Women platform contains hundreds at any given time but you can also hunt for your own. Simply search for the words "Call for Speakers". Add your topic or area of expertise. Look for the top events in your industry and see when they release their Call. Follow the directions closely when you apply.

4 Management

Track and manage your speaking engagement applications using a CRM or a project management tool. Keep track of deadlines, feedback, follow-ups and use that information in new applications.

