



HOW TO FIND SPEAKING ENGAGEMENTS

How do speakers find speaking opportunities? Here are 5 tips to help fill up your pipeline with opportunities and your calendar with speaking engagements.

1

Don't just look at the industry focus of the conference.

If you're a marketer, or a finance person, or an HR person, your presence might be welcome at many different industry conferences, not just those oriented at marketing or finance.

2

Look beyond the big industry conferences.

There is often real value in speaking at local events that you might find on Meetup, Eventbrite or in the local event calendars. Make connections with local partners, find local customers and gather your community around you.

You'll also find speaking engagements at local corporations, universities, business and social groups. In addition to looking in the community, look inside your own company. Get practice with ever expanding sizes of audiences, and move from small group presentations, to panels, to group talks, to featured solo speaker.

3

Cultivate relationships with event organizers and program directors.

Ask them what they are looking for in a speaker. (You can also watch our [Ask an Event Manager](#) webinar series.) What kinds of presentations are their audiences most interested in? Many event organizers have a go-to file for last minute substitutions and you want to be in it.



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4

Know the event cycle.

Some events book speakers many months in advance. Others seem to have more of an “as needed” approach, barely keeping pace with event promotion. Ask other speakers or use the Internet WayBack Machine the timing of the Call for Speakers for previous years.

5

Google is your friend.

Use the search term “Call for Speakers”, pair it with keywords from your field, locations and see what you find! Add in next year to make it more likely to find an event before they have picked their speakers.

