

Criteria for Speaker Selection for Business Leaders Speaker Event

This is a start for identifying our criteria. Please add your thoughts.

For the team that will find potential speakers for this event and get their application: Do they know the person? Have they heard him/her speak?

Is the speaker a name the audience will have heard of? or one that they will remember upon prompting?

Does the speaker have credentials, publications, white papers, etc, that an undecided could do a little research and be impressed enough to attend?

Is the topic engaging enough that people would come, just to make sure they don't miss something important?

Are there teaser questions that people would want to have answers to, but probably don't, and therefore would want to come?

Is everyone who is anyone going to be there?

Can the speaker pull in an audience from his own contacts, past history?

All the other due diligence questions which seem to be very carefully thought through.

We need a speaker or topic that can help draw a crowd.

Has the speaker spoken in the Bay Area in the last year?

Will the speaker contribute his/her time to this — emphasizing that a portion of the proceeds that will go to Oak Tree Project.