

CONFERENCE ROI: WHY SPEAKERS MATTER

Your company invests a lot in its annual conference. To maximize returns, you have to offer attendees a learning experience that exceeds their expectations.

CAN YOUR SPEAKERS DELIVER?

\$565B

**SPENT ON MEETINGS
AND EVENTS ANNUALLY
WORLDWIDE [1]**

225M 1.83M

PEOPLE

EVENTS

PER YEAR IN THE U.S. [2]

91%

OF ATTENDEES SAY
**EDUCATION IS THE TOP
BENEFIT. MAKING CONTENT
CRITICAL TO SUCCESS. [3]**

10-20x

**FACTOR BY WHICH
BENEFITS EXCEED COSTS
FOR SPONSOR OF BEST-RUN
EVENTS. [4]**

[1] CrowdCompass [2] Convention Industry Council [3] Experience Institute, IAEE & PCMA
[4] Constellation Communication Corp.

Have you ever attended a conference with horrible speakers that you still thought was worthwhile? Me, neither.

3 SPEAKER TIPS FOR WHEN THE STAKES ARE HIGH



LINK TO CONFERENCE THEMES AND AUDIENCE

Make connections in your session to the themes of the conference, to other speakers, and to the issues your audience members care about most.



MOVE AND MAKE EYE CONTACT

Look-Move-Plant: Look (at any audience member), move (while keeping eye contact), and plant your feet before moving again.



DON'T OVERWHELM WITH DETAILS

Differentiate “must-know” from “nice-to-know” information. If you’re not sure where to draw that line, ask your manager or a peer what they think.

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