



**EXCLUSIVE  
TALENT  
REPRESENTATION**

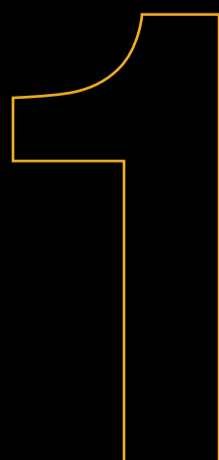


**BigSpeak's approach with our boutique talent management team is to select very rare, unique, and established speakers for representation.**

If you're reading this, you're probably a unicorn and we custom tailor our representation around you. Among our select exclusive speaker family are keynote speakers, celebrities, champion athletes, and best-selling authors.

After 26 years in business and 1600+ speaking engagements per year, we have developed a vast partner network with 72% of the Fortune 1000 (and it's growing). We co-create a shared vision with you and your speaking goals, to make an impact, up-level your brand, and increase results from speaking.

Our strategy is to be your zealous advocate and steward, as we partner to Awaken Greatness Within™. Managing your speaking career and being responsive to your needs is our most important objective. In our process, we support you to hone your speaking craft, working with the top coaches in the world. We work with you to explore your topics, audience targeting, fee range and efficiently manage your/logistics to enhance the use of your valuable time. We are focused on the long-term goals of our relationship and you always have the option to accept or decline an engagement. We believe what is best for you, is best for all concerned.



# BENEFITS

Our marketing department prioritizes our exclusive speakers in our newsletters and email blasts, social media, blog articles, and our podcast series. We contribute articles on behalf of our talent to national publications and submit them for unpaid high-profile media and conference events to showcase their speaking and broaden their exposure. We market our exclusive talent to all other speakers bureaus and agencies for co-broker opportunities and are one of the leading bureaus shaping the best practices for equitable commission sharing and engaging with each other as partners.



# BENEFITS

We partner with each speaker to figure out how speaking can enhance their business and align them with our partners to pursue additional opportunities such as book publishing, endorsements, television and film development, podcasts and radio, publicity, websites, social media, coaching, and consulting.

We are committed to ensuring all aspects of our talent's speaking are managed with world-class service and attention.

In working with BigSpeak, you will receive the following support and resources to amplify you as a speaker:

- Customized sales and marketing
- Immediately field all incoming leads/inquiries and vet them for you
- Continuously promote and enhance your brand, including “pushing up” speaking fees
- Feature you in our consulting offerings as a subject matter expert (if you desire)

- Submit you to reputable conferences that enhance your brand and generate profitable leads
- Submit you as a (sponsored) keynote speaker (or workshop facilitator) to IASB's annual conference
- Execute a “launch campaign” that includes a press release to our shared audience, an email campaign to our database, and a direct mailing to a minimum of 75 decision-makers that in some cases includes a copy of your book, your one-page summary, and a personalized letter from us
- Subsequently, two email campaigns per year to targeted decision-makers featuring you
- Other special projects that we mutually agree on that will increase our vested relationship

If you have any questions about becoming an exclusive speaker with BigSpeak, please reach out to [Rebecca Buel](#).



# ADVISORY SERVICES

- BigSpeak will provide you with recommendations regarding your speaking activities, brand development, book launches, feedback on presentations, and assistance in setting fees.
- BigSpeak will assist authors in their book projects by providing access to leading literary agents and editors who have helped the likes of Marc Randolph and Mitch Lowe, etc.
- Over the years, BigSpeak has had success placing individuals into TED.com, The Conference Board, and WOBI for their exclusive annual events.



# INQUIRIES

## Fielding, Optimizing, and Managing Inquiries

- 24-7: The BigSpeak team is available to immediately qualify, optimize inquiries for Speakers final consideration. along with managing all contracted engagements (contracts, AR/AP, taxes, logistics, pre-event presentation preparation).
- BigSpeak will immediately field all inquiries that come to BigSpeak directly or are referred to BigSpeak by you or other sources and will provide you with information to make the best decisions on potential speaking invitations.
- BigSpeak will actively market your content to other bureaus and agents for their client base.



# SALES AND MARKETING

- BigSpeak provides you with premium promotion, including preferred placement in website, print materials, digital and phone communications. Examples include: Featured on Home Page, “Who’s Hot” page of BigSpeak website, relevant topic pages, YouTube Channel, and many more.
- BigSpeak Agent’s will prioritize you in proposals and featured you in personalized email communications.
- Spotlited numerous times throughout the year in BigSpeak’s Monthly Newsletter.
- SEO & PPC optimization for your own website and BigSpeak pages.
- Book Club – send packaged books to prospects and clients
- Social Media for booking summary plus Tweet, LinkedIn Post, YouTube your strategic activity.
- Submitting you to TED, Thinkers50 and other platforms to extend your personal brand.
- Assistance with setting up or improving your website, social media, blogs etc.
- Assistance with branding (speaking titles and summaries)
- Press Releases
- Supplemental opportunities with, Citrix (webinar), Lynda.com (video library), Lead Star (tele-seminar for list acquisition), The Conference Board, Associations, IASB, MPI, Linkage, IIR, SHRM, ASTD, HCI etc.
- Proactive marketing communication and collaboration with all bureaus providing content plus commission, including dropbox account given to all bureaus with bureau friendly PDFs, bios, headshot, video, etc.



# LOGISTICAL SUPPORT

- BigSpeak's Agents and Event Coordination Team will help you with travel and event coordination. This service includes providing you with background information on the client and the event. Our job is to anticipate your needs and help you prepare for a flawless performance.
- BigSpeak will assist you in making travel arrangements if needed and support you in billing the client directly for expense reimbursement. In most cases, we will recommend a flat fee of \$2,000-\$5,000 for domestic travel expenses and 150-200% of this amount for international events, with the goal of simplifying travel logistics and minimizing your out-of-pocket expenses. We also arrange ground transportation and hotel accommodations with the client.





# FINANCIAL

- BigSpeak collects deposits from clients within two weeks of signing their contract and collects final payment 30 days before each engagement, assuring financial commitments have been met for you.
- BigSpeak will notify you and encourage you not to board your flight if a client has not paid in full.
- BigSpeak's contractual terms provide protection if clients cancel or postpones due to Force Majeure.
- Provided the client has paid BigSpeak, we pay speakers 14 days after the day of each speaking engagement, unless negotiated otherwise.



# FAQ

As experts with decades of collective experience in the speaking industry, we provide high-level support and feedback on the quality of and opportunities for our speakers. We take an active role in topic and positioning refinement and we share constructive critiques on style, presence, content, pace, voice, among other components. We SHOW UP to see our exclusive talent on stage and leverage those opportunities to build a deeper rapport, understanding, and vocabulary to best represent their ideas and impact on audiences. We also have a network of external resources that can provide additional coaching and support for presentation building and enhancement.



# FAQ – HOW IT WORKS

## Bookings

We vet and negotiate all inquiries from initial outreach to firm offer. Additionally, we proactively prioritize and propose our exclusive talent when building proposals for event organizers. Our advisors have a deep understanding of our talent's unique skills and how to differentiate their background and relevance for each audience. We are also adept at handling inquiries outside of traditional speaking engagements to best negotiate any business or publicity opportunity for our talent.

## Events

Our event coordinators manage all logistics surrounding the event including pre-calls with the event organizers, populating the full agenda and travel itinerary, and providing our speakers with the flexibility to book their preferred travel while assisting them with understanding what is expected of them onsite. They take great care to make sure appropriate accommodations are arranged, audio visual needs are addressed in advance, and any other special requests are managed, whether it's a book signing, VIP Meet and Greet, or additional meal or meeting.

## Promotions

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## Speaking

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# WEBINAR ESSENTIALS

Webinars and virtual events are a great way to connect with your audiences all over the world. You can reach more people and provide great resources. The webinar recording is also a great content resource for your website that your attendees can use over and over again.

If you're planning your first webinar or virtual conference, here is a quick list of essential equipment and materials you will need.

## Computer

For hosting a virtual meeting, all you need is a computer, laptop, tablet, or mobile phone with wifi or an ethernet connection.

What device you use depends on the nature of the event. Informal events could be hosted on a handheld mobile device; however, for more formal events you will want a computer so you can use slide share software.

Whatever device you use, make sure your software is up-to-date and the device is either plugged in or fully charged.

## Webcam

For video, most devices now have a camera built-in. If your computer does not have a camera, you can [purchase a webcam](#) to clip to your computer or rest on a surface.

The level of video quality you choose (e.g., HD or standard) depends on how fast your internet is. You can broadcast in higher quality if you have a faster connection.

## External Microphone

People need to hear what you are saying. For the best sound, invest in an external microphone. Use a discrete headset (with a microphone), earbuds, or a stand-alone microphone that can rest on a flat surface. You could also use a lavalier microphone to attach to your clothing for a more discrete approach.

Avoid using the built-in microphone on your computer or mobile device. The quality is not as high as external microphones and those microphones pick up a lot of background noise, which can be distracting.



# WEBINAR ESSENTIALS

## Virtual Meeting Software

To connect with your audience, you'll need to use a webinar or virtual meeting software. For small or informal meetings, use free software like Google Chats, Facetime Live, or YouTube streaming.

For larger audiences and formal events, you will want to use more professional software platforms. These platforms can host hundreds and thousands of people. See a list of the [top five virtual meeting software platforms](#).

## Fast Internet Connection

For an effective and captivating broadcast, you will need a fast internet connection. Nothing's worse than a webinar or conference where the image freezes or the audio goes in and out. ([Test your internet speed here.](#))

If your home or office does not have fast internet, find a location like a collective working space that provides fast internet. They may also provide you with a secluded webinar broadcast room.

## Slide Share Software

For sharing your ideas, graphics, and images on screen, use your favorite slide share software: PowerPoint, Keynote, etc. Make sure your presentation and resources are on your desktop so you can quickly access them.

For balanced presentations, [follow the 10-20-30 rule](#). Use no more than 10 slides, present for about 20 minutes, and have the text on the slides at 30 point font.

## Wardrobe

Dress like you're presenting on stage or in a workshop. If you normally present in a suit, wear a suit. If you're a casual presenter, dress casually. Just be aware the camera only sees from the waist up, unless you stand away from the camera.

# WEBINAR ESSENTIALS

## Studio Location

You can host a webinar in your office, home, or anywhere as long as you control for these factors.

- **Quiet:** Choose a quiet location. You want a room with very little or no echo for the best sound. We suggest a place with carpet and curtains to absorb sound. Avoid noisy coffee shops and airport lounges, and rooms with wood or linoleum floors that will bounce sound around.
- **Well Lit:** Your room should be well lit so people can see you. Rooms without windows and ceiling lights are best for neutral lighting. If you sit in a room with a window, don't face the direct sunlight or you will be washed out and blinking. Don't face the camera to a bright window or light source, or you will be cast in shadow.
- **Neutral Background:** Choose a neutral background like a cloth backdrop, wall, or bookcase so the focus is on you, and not what's behind you. Some people do shoot webinars with a street background to provide movement, but unless you're an experienced broadcaster, avoid active backgrounds.

## Practice

Before you do any presentation, practice, practice, practice. Do a trial run with your co-workers or a small group of friends to make sure the sound, video, and software are working and that you are comfortable with the controls. The high quality of your content won't matter if you look clueless using the software.

Presenting online demands the same amount of preparation as presenting in person. We recommend doing a trial run with the software first, just like you would do an A/V test. Then do at least one practice run of the entire presentation before the webinar broadcast day.

## For More Information See



[Top Five Virtual Meeting Software Platforms](#)



[Top Booked Webinar and Virtual Conference Keynote Speakers](#)

# How To Present, Price and Package Your Speaking For Virtual Events with James Taylor

Join us for this online training on how speakers can pivot to online conferences, summits and events and package and price your speaking programs for them. During COVID-19 (coronavirus) there has been an explosion in the growth of online/virtual events. This webinar will provide the basics on how you and your clients can best deliver different types of online events. This webinar will also cover which pricing and sales strategies leading speakers, speaker bureaus, agencies and management companies across 20 countries are currently having success with.

## Learning Outcomes:

### 1. The 8 Types Of Online Events

Discover the different flavors of online events (including which ones book speakers).

### 2. The 3 Essential Home Studio Setups For Speakers

Find out about the three types of home studio setups for speakers, emcees, event hosts, trainers and event producers. Attendees will receive a suggested equipment list and resource guide.

### 3. Why To Create Your Own Online Summit Or Industry Conference

Learn about how an online summit or conference can help you generate a steady stream of leads and enquiries for your speaking.

### 4. How To Package Your Online Speaking Programs

Discover how to de-risk the process of going online for your clients through productizing your offers.

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[Presentation Slides](#)

[Equipment Resource Guide](#)

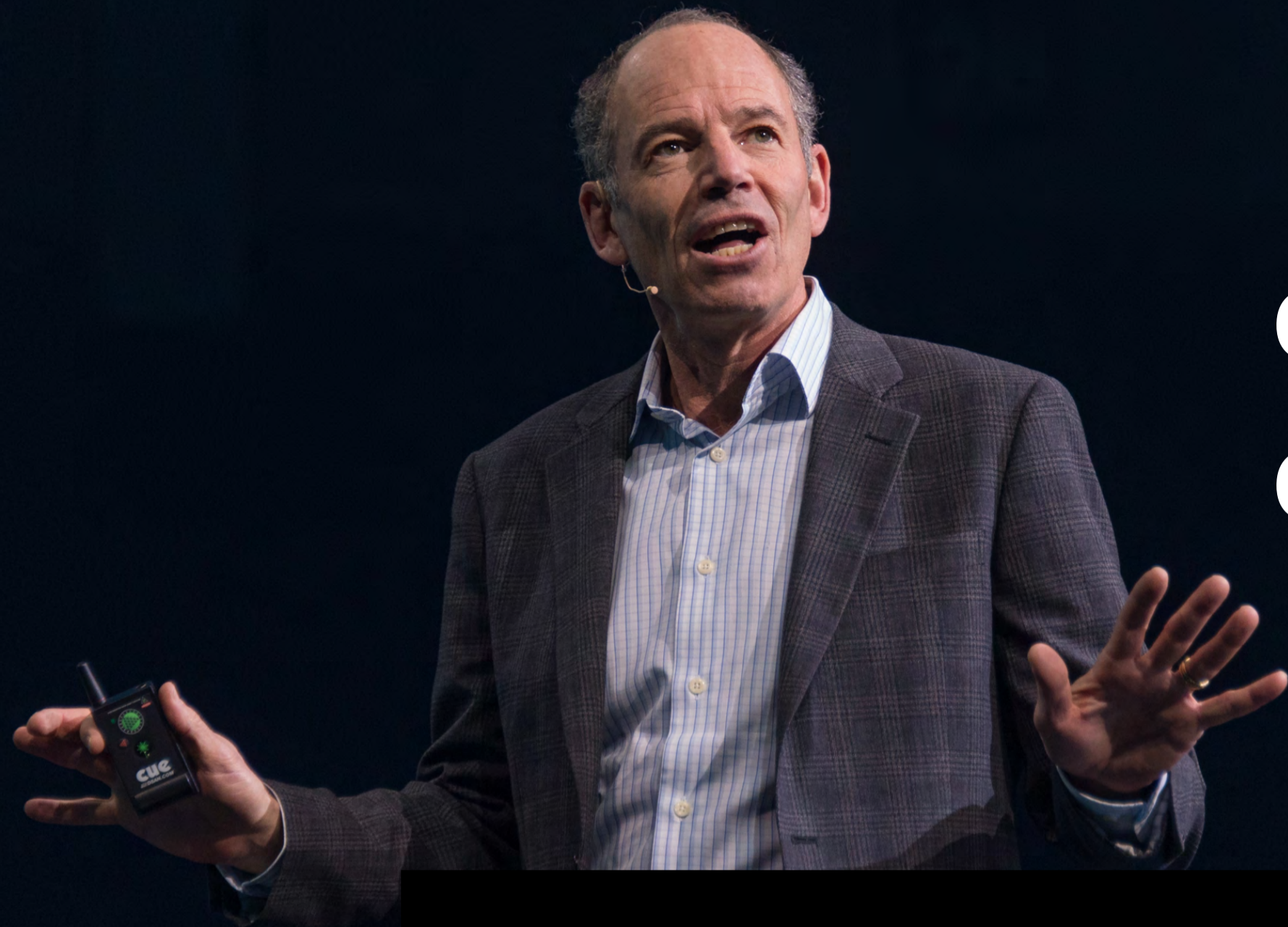
[Watch on YouTube](#)

# CASE STUDIES

After 26 years in business, 1600+ speaking engagements per annum, and experience working with 72% of the Fortune 1000, BigSpeak has become highly selective when inviting world-class individuals to work with us exclusively. We recognize your accomplishments and skills and share a vested vision towards increasing your brand and speaking activity, with the end objective of helping people and organizations transform into greatness. Managing your speaking career and being responsive to your needs is of paramount importance to us, and we will present all meaningful offers, both paid and unpaid. Ultimately, we are focused on the long term goals of our relationship and the Speaker always has the option to accept or decline an engagement. We believe what is best for you, is best for BigSpeak, with our end goal being to grow our shared business.







## CASE STUDY: Co-Founder of Netflix

### Who

Marc, Co-Founder of Netflix

### % of Fortune 1000 Bookings

11%

### Goals for Speaking

Spreading awareness, traveling with family, connecting with entrepreneurs

### Did you know?

Marc has a new podcast out. *That Will Never Work* features Marc talking with up and coming entrepreneurs with crazy ideas. He serves as a guide and highlights potential blind spots that these entrepreneurs may be facing.

### Events per Year

27

### Event Preference

Family-friendly events, outdoor adventure locations

16