

Why Hire a Professional CAPS Speaker?

Speaker selection is one of the most important elements in the execution of a successful meeting. Once you determine the specific needs of your audience, you will need a speaker who not only has the knowledge and content, but someone who can deliver it with a punch that will leave the audience with inspiration and knowledge.

The right speaker or trainer for your company or association meeting is vital to its success. Bring in the person who does exactly what you'd hoped for - and more - and people will compliment you for months. Of course, if you don't, you might never hear the end of it.

How can you better ensure that the speaker or trainer you hire will be effective and successful for your group and make you look good? One way is to look first to the professionals who are committed enough to become members of **Canadian Association of Professional Speakers (CAPS)** and follow the established guidelines and ethics of the organization.

Professional speakers are *subject matter experts* who are very adept at communicating with your audience. They work tirelessly to combine:

- Content that is relevant to your audience
- Context that is appropriate to your specific industry
- Delivery style and techniques that keep your audience energized and involved

There are several reasons for hiring a professional CAPS speaker:

- A professional who earns his or her living from keynoting or training brings the kind of wide experience that will make your sessions a success.
- Professional speakers and trainers can supply references that will demonstrate their impact and effectiveness with other groups like yours.
- Professionals will give you support material that lets you know what subjects they speak on and what types of programs they deliver (seminars, workshops, keynote speeches, luncheon or dinner talks, etc.).
- Professionals will tailor their presentations to meet the particular needs of your group.
- Professionals have credentials that indicate their commitment to the speaking profession.
- Professionals have audio or videotapes that make it easier for you to judge whether they're right for your group.
- Professionals know how to set up a room for maximum advantage.
- Professionals stay within the time guidelines you require and they can help you get back on schedule if the speakers before them have taken more time than was allotted to them.

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- Professionals can read an audience and adjust their material or style as the situations requires.

Best of all, you can rest easy knowing in advance you hired the best: Your group will be applauding you, as well as the speaker, when the presentation is over.

Professional members of CAPS must meet a set of criteria that includes a demonstrated history of professionally paid speaking engagements. This is required to prove a minimum amount of experience before being considered. Once a member qualifies, they must agree to a Code of Professional Ethics before being accepted. This Code includes articles related to maintaining and respecting the confidentiality of business or personal affairs of clients, operating their businesses with honesty and integrity, and to uphold a high standard of professionalism.

Hire a professional speaker and you can relax knowing that you will get what you expected and your audience will not be disappointed.

For more information about hiring CAPS speakers go to:

www.CanadianSpeakers.org and search our Talent Search Tool. This is a great way to quickly search, select, and send off a request (each speaker gets a separate message from you) to your top picks!