

5/2/2003

Following are the responses I received to my question: I'm doing a program for meeting planners on how to hire and work with speakers. What creative tactics have you used to get the job when the client doesn't have your full fee? What have you done in lieu of fee or a trade out for part of your fee?

I would receive the contact information for all the attendees in an Excel file so I can then add them to my database. I also consider it as a marketing opportunity since the people who will attend are key decision makers who can hire me for their own organizations.

You can negotiate:

- Fee if registration hits a certain number.
- Future fee if maintain certain evaluation criteria.
- Good faith consideration of business by participants
- Request a meeting room that is centrally located
- Get an introduction from a revered member of organization
- Back of the room sales privileges - manned by their person
- A booth in the exhibit area
- Advance interview article on you in publication
- Article written by you.
- Inclusion in the bookstore
- Full registration and inclusion in the event
- Contact with potential buyers in special events
- Free magazine advertising, flyer in mailing, e-mail notices
- Local purchase of your products
- Inclusion in organization on-going product sales with ads.
- Have introducer read product pitch at close of presentation
- Get coverage by a writer from their magazine/newsletter
- Testimonial letter written on organization letterhead
- State association recommendation to National.
- Extra hotel nights with concierge privileges. Sat. stay over.
- Assistance in getting on radio, television interviews
- Newspaper coverage
- Free registration to future organizational events, meetings
- Full page of advertising meted out in 3-4 editions.
- Full rights, unlimited use of photos by local photographer
- Guarantees to have several articles in publications/year
- A link to your website
- Get an allowance for your handouts, or have them produce
- Add on or handout a take-home marketing sheet

- Include your own evaluation + referral recommendation
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1. Received 1/2 fee + 1/2 fee in Mary Kay products. I gave them a list of what I needed. It was great. Like Christmas in April!
 2. I've spoken in return for newsletter ads -- but only for groups where more than 90% of members are my ideal clients.
 3. I'm in discussions with two organizations and most likely web site link; newsletter ads and membership will be part of the deal.
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I will often negotiate a free trade show booth in lieu of part of my speaking fee.

I also negotiated free advertising as a "conference sponsor" that was published in several issues of trade journals pertaining to my target market.

I will sometimes offer a lower speaking fee and charge them for a handout workbook for each. (has to do with their budgeting).

She said they were having exhibitors, so I asked for examples. I asked her to go to specific ones and ask if they'd be willing to sponsor the speaker by giving me their product. So far, she's working on getting me a new Palm Pilot, a weekend in Napa at a great inn, and other goodies. We'll see what she ends up with, but no matter what it is, it will be more than I got without asking!

I've also received as part of my entire fee: a 5-unit digital phone system, wireless headset, lots of weekend stays (one hotel gave me half fee and half gift certificates, so we stayed there every quarter as a retreat!), a HI vacation, and countless other items I can't remember off the top of my head!

"I want to be fair to the clients who have paid my full fee. What could you give me in return that goes beyond what the clients who pay my full fee would do?"

- They get a sponsor to pay for the rest of your fee. Ask them to arrange sponsorship from one of their suppliers (much more valuable to their audience than sponsoring a coffee break or cocktail hour).
- Book this year's and next year's conferences at the same time (different topics).
- Holding fee and doing additional breakout sessions so they don't have to hire additional presenters or pay their expenses.
- Multiple dates on other projects they control.
- They buy your product(s) for everyone (the cost comes out of another budget)
- You get some of their product in exchange
- You are allowed to sell your products
- They help staff your product table

- They write you a letter of recommendation, on their letterhead, within 10 days
- They send a letter recommending you to 5 top execs that they know personally, within 10 days.
- You get booth space at the conference
- They include your info in the conference packages
- They send your order info to their membership in their newsletter
- Will they allow you to write a paid article or series for their publication?
- Will they provide an air ticket to the site for spouse?
- A copy of the attendee list, if not normally available, w/address, email and phone
- On-site coverage and/or a story. The newspaper name(s), address(es) and contact(s) so I can contact them personally.

Multiple engagements for the same meeting: There may be money available for other speaking slots, including breakouts. In some cases, if the speaker can speak twice in a half-day period, (note: I said some cases) an agreement can be reached where everybody is happy.

Bartering, or payment in kind: *Sometimes the meeting planner can offer things of value that cost them little*, instead of dealing in cash. Recently I worked with an aircraft electronics manufacturer who gladly traded a top of the line piece of equipment to the speaker who happened to be a pilot. In the past I have negotiated for airline tickets, farm tractors, boating equipment, and resort packages to name just a few.

There are many reasons that the speaker might want to negotiate their fee. A few reasons might be: if the engagement is less than 60 days out, if they have relatives in that town, if it is a resort location or maybe the speaker just wants to get on the inside track with the organization. However, for the speaker to maintain "fee integrity" they need to explain in detail why a "special case" was justified.

In speaking to a convention of small inn operators that was meeting locally requiring no out of pocket expense on my part, I traded half of my fee for nights in various inns in the Southeast. I then gave these nights as gifts. Everyone was very happy with the arrangement.

1. Ask for a complete list of contact information including e-mail to send each participant a thank you note for attending.
2. Annual membership to the association paid by the group
3. Ask for two personal referrals to two of their colleagues that could possibly pay my full fee. This includes an e-mail introducing me to the person.
4. Following up with the membership 30 - 60 days after the program to see if the information was transferred to their professional or personal life (keeps me branding my name to them).

. Also video or audio taping--and maybe editing--of presentations.

"In return for waiving the fee, the following conditions must be met:

- *Item #1. 60 minutes for talk (plus or minus 5 minutes)*

Note: I do not do seminars or breakouts for free. The keynote is okay as it is a chance to advertise my skills and abilities to what is usually a very large audience.

- *Item #2. Audience must think I am getting my fee*

Note: I once had a person introduce me by saying something to the effect of: --- is here and we got him for free. It was a great lesson as I was doing a sales seminar and everyone in the room knew that I could not get my price, etc. Never again!

- *Item #3. All expenses*

Note: if you can't get expenses and a great room or something you really aren't worth being there.

- *Item #4. Full registration to the show, social meetings, etc.*

Note: this is the opening to networking. I want to be at the board of directors meetings and/or the trade show exhibitor's social. This is where the future business is - shakin' hands and kissin' babies.

- *Item #5. Right to tastefully mention our educational products*

Note: If they will not let you sell your stuff you really don't belong there. The bottom line is that you have to make money.

- *Item #6. There must be 50 people or more in attendance.*

Item #7. Referral letter from your top official (within one week after the event).

Item #8. Promote us to your national or regional events and give us the list of national officers (within one week after the event).

Note: The meeting planner helps me make contacts and get business opportunities then we are partners

- *Item #9. Mailing list of chapter members (if applicable) and all in attendance (within one week after the event)*

Note: I use this mailing list to do a pre-mailing -- and invitation to come to my event -- at least I can draw a crowd and sometimes these mailing result in the recipient contacting me for their event. It makes my being at the event up close and personal.

- *Item #10. I have the right to cancel up to seven days before the event if I receive a fee paid engagement.*
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If I need to negotiate fee:

- 500 GREAT letters of recommendation on company stationery to send to clients.
 - Often there's a separate budget for educational materials. See if they can purchase a book for each participant as a gift to them; often put in their room the night before.
 - Take what they offer with a guarantee that book sales will make up difference to equal \$3500. If not, they pay the difference.
 - I'll pay my own expenses.
 - Print an article by me, or interview with me, in their journal, with my contact info. at the end. (Sometimes articles are for pay)
 - THREE articles about me in their newsletter or publication PRIOR to and after the event.
 - I get advertising space in their journal
 - I get a list of all attendees
 - Letter of referral from them to send to all state chapters
 - Three referral letters of recommendation to allied professional organizations
 - Make three phone calls recommending me to other organizations or association.
 - Ask for multiple dates on other projects they book
 - Book this year and next year's conference now (different topic)
 - If attendees or meeting planners have access to hotels or vacation spots, we can barter for those.
 - If they have money for travel, book a second ticket for spouse (or marketing agent!) (Sometimes they use frequent flier miles for this.)
 - Guarantee coverage by local press or media, i.e. newspaper story about me and the event, radio interview, TV news
 - Video tape the presentation and give me a beta tape
 - Audio tape the presentation for me
 - Take less but still write a check for \$200 to a charity (that comes from a charity fund and is usually easier)
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- A vendor to the client would be willing to sponsor all or part of the fee. A second sponsor might pay the travel expenses. The speaker offers to help the sponsor present him or herself at the event. Vendor uses it as a marketing tool.

- Get the money from the training department's budget or education department, if it's separate the convention budget. Where else can you get the money from the budget?
 - Allow client to pay part of the fee from this year's budget and then balance from next year's budget. Take deposit now and then delay the additional payment until after the convention.
 - Let the client pay installments.
 - If speaker has product, would the speaker be allowed to sell a book or CD for each attendee? Allow part of the product profits be used to reduce fee, client would purchase up front and apply it toward the fee. Gift for attendees; walk home with it in their hands. Stay after program and autograph book.
 - Come in and do something before or after the program and do some extra consulting or coaching for not much more money, travel is already paid.
 - If you have a charitable foundation, they can give the smaller amount to their preferred charity.
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One of my two favorites is allowing me to have guests attend the presentation for preview purposes. There are always people who would love to see me live. Nothing sells like a live presentation and it allows them to see exactly what they would be getting. It's a win-win for everyone!

Secondly, if the location is appealing, I will also negotiate to have my wife accompany me and with a couple of extra hotel nights, spa time, green fees or whatever, it can become a working vacation. I have found that many clients have members or acquaintances that can provide these perks at no cost to the client -- again, everyone is happy.