

READY. SET. Plan Your Event!

Tips, Checklists, FAQ and More from Speakers and Events Planners
to Make Your Event Amazing



CSS | Christian Speakers Services
Connecting Speakers, Event Planners & Audiences

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On the Search Team to Find a Speaker?

Are you on the team or committee to find the speaker for your next event? Does someone else (i.e. Women's Ministry Director or Pastor) have the final decision-making authority? If so, ask them a few questions BEFORE you launch out into finding the speaker for your event.

Ask questions such as:

- What speakers has your group had in the past and what did they like, or dislike, about them?
- What is the budget for the speaker's fee?
- Have they ever hired a professional speaker before?
- Is there anything they want to avoid in the next speaker?
- Is there anything they specifically want from the next speaker?
- Does the speaker need to be local, or do they prefer a national-level speaker?

There's many more questions the search team or person should know that are specific to each church group or situation, so to build a comprehensive list would be impossible. However, a few questions upfront can save time and effort for the person doing the searching, as well as the speaker agency they might contact.

At Christian Speaker Services, we take each inquiry seriously and want to find the right speaker with the right message for your group. Yet, we are often approached by search team members who LOVE a speaker on our roster. After spending time discussing their needs and working with them, the information is taken back to the decision maker only to find out that speaker candidate is way off track from what the decision maker is wanting. Disappointment for all involved at this point, and time wasted.

So ... the next time you are given the task to find the speaker ... stop, have a chat with the appropriate decision makers, and then come by Christian Speaker Services. We are always available to help you and want your experience in finding the right speaker to be enjoyable and rewarding

Tip #1 - Finding A Speaker For Your Event

You want to have a great event with a great speaker. Our #1 goal is to connect speakers and event planners to share the message of hope and healing with audiences around the world. In doing so, we want the events and ministry opportunities to be the best and most effective as possible for the event planner, the communicator, and most importantly, touching the individual lives of the audience.

Should You Use an In-house Speaker?

“By using an in-house speaker, the event planner effectively cuts costs, but likely doesn’t realize how much they will cut the potential to truly impact the audience. An in-house speaker is too familiar and will be discounted by the attendees. It is just the way it is. Even Jesus talked about a prophet not being without honor, except in his own country. Settling for an in-house speaker versus looking outside for one is a little like comparing a kiss from my sister to a kiss from my wife back before my wife and I were married. Both were a kiss, but one definitely moved me more. Rarely will a speaker in the family or in-house move the audience like one from the outside. Churches will put a lot of work into planning for the event—then they’ll water it all down with the compromises. Much like making a reservation for dinner at a really nice restaurant, then ordering grilled cheese sandwiches when they get there.” ~ Tim Shoemaker, Speaker & Author

Our communicators are trained professionals in their areas of speaking, business, writing, comedy, relationships, personality types, music, etc. They have made a commitment to deliver their message with excellence to various groups (business or church related) regardless of age, gender, denomination or ethnic background. They are flexible to work with each group to customize their message to compliment the meeting's theme or event type.

Our communicators have flexible fee ranges due to travel distance, the number of presentations they'll make, and whether or not an event is one day or multiple days. Contact our office for specific information on these variables.

Tip #2 - Communicating with the Speaker

Be sure to connect with the speaker before the event. As soon as you have a confirmed agreement, give the speaker a phone call and introduce yourself. This is your time to start the discussion about your event, theme, specific needs, things to be sure to include or avoid doing/saying. Be specific as to what you want the speaker to accomplish while at your event. Give the speaker as much time as possible from this point to the date of your event to prepare. As you know there is much more preparation on the speaker's part than just planning on what they will say on stage. They spend many hours praying for the group, the topic and their message.

Be sure to ask the speaker what their preferred method of communicating with you is. Some prefer telephone while others prefer email.

Important: Prior to the speaker's departure for your event, be sure you have exchanged cell phone numbers. And have your cell phone turned ON.

Tip #3 - Creating a Theme

To make your event as much fun to plan, as it is to attend, build it around a creative theme. Discuss your theme with your speaker. They have been to MANY different events and locations and have seen many ideas. They also will know what may work with their particular topic. Find a theme that offers imaginative options.

Tip #4 - Creating a Memory for the Attendees

Women love taking home something to remember this special event or weekend. There are many stores and Internet sites that have inexpensive gifts for practically any theme.

Also consider what the Speaker may have to offer. We've asked many event planners what they usually spend for a goodie bag and the items inside. It often ranges from \$8-10. The Speaker may have books they have written or other product they have created that support the message of their topic. They may be able to offer a bulk order discount to help your budget

and give your attendees something that will reinforce the message of the event.

Tip #5 - Promoting Your Event

If real estate sales are based on location, location, location, then events are successful based on promotion, promotion, promotion!

- Bulletin inserts are great for Sunday morning but don't stop there.
- Make brochures and encourage the women in your group to take them to work.
- Do the same with posters that can be created with most personal computers.
- Ask businesses if you can put your poster in their windows. Most places respond favorably because they feel like you're contributing to the community.
- Create an event page on your church's website with online registration.
- Use social media sites such as Facebook, Pinterest, Instagram, Twitter.
- Send out a series of emails to your database.
- Start early even in church. It usually takes 6 weeks minimum of advertising an event to make it important enough to impact their schedules. Get as many women involved as possible. Women love party!

Tip #6 - Shepherding the Speaker

Consider designating someone to specifically help the speaker while she is there for your event. This person is sometimes known as the "speaker's shepherd" (SS).

Make sure this person is familiar with the layout of the meeting location,

knows where to find things, knows who to ask, and is level-headed in times of crisis (they do happen at events). Make sure they know where the green room and rest room are for the speaker and the best route to the auditorium and stage.

Here are ideas this person can do to help the speaker, and the event, run more smoothly:

- Answer questions or find the answers for the speaker. So often, event planners are the busiest the day of the event. This frees up the event planner who has so many other things on her plate (and it seems that everyone else is tugging on her shirt sleeve for answers as well). The SS should know who to ask when the event planner was unavailable. This such as: the location of the speaker's lapel mic, the exact order of the service/conference, where the speaker is to sit during the service, etc.
- The SS should check with the speaker before each session begins to ensure that the speaker has all items needed. Last minute items such as photocopies, a tissue or a bottle of water.
- The SS should be familiar with various places the speaker will be such as the hotel, airport, church building, and the street route to and from each.
- The SS can also be someone who prays with the speaker before the service, sessions, or traveling home.

The next time you have an event, consider providing a SS for your speaker. It can relieve you from one more responsibility as you delegate this task and also involve a woman in the event who may love to work behind-the-scenes. This little detail can also help your speaker keep the main thing... her message...the main thing and prevent distractions that could interfere with her ability to clearly communicate to your group.

Tip #7 - Lodging for Your Communicator

It is most helpful when arrangements are made for private overnight lodging for the speaker where they can retreat to calm, quiet quarters—before, after, or even between sessions—as needed.

Most speakers love mingling with event planners and audience members whenever possible, however, the constant answering of questions, book signings, and talking can become very exhausting. Speakers often leave an event physically and emotionally empty but spiritually full. It's during this alone time that they are able to rejuvenate for the next speaking session and give the audience their best.

Tip #8 - Feeding Your Communicator

A well-fed communicator is a happy person, however, often the communicator will not eat as much, if anything, right before they speak or sing. This gets tricky if there is a luncheon or banquet just before the speaking/singing part of your program. Afterwards, you guessed it, they are HUNGRY! Be sure to set aside a meal for the speaker to eat after the event.

If the event has multiple sessions it's good to have snacks on hand.

It also is a good idea to have something more substantial for afterwards too. If the event has a lunch/dinner with it, consider saving one of the meals to warm up later for the communicator.

See regarding allergies.

Tip #9 - Transporting Your Speaking

Whoever is responsible for providing local ground transportation for the Speaker should know where they are going. That may sound silly, however, many speakers tell stories of the friendly person who was assigned to be their local transportation and who did not know how to get to/from the airport, church, or event location.

A side note to this ... your speaker has often spent hours traveling to get to your city for your event. Please be mindful of their energy level, desire to talk or not, and other factors.

Important: Prior to the speaker's departure for your event, be sure the speaker and person providing ground transportation have exchanged cell phone numbers. And have their cell phone turned ON.

IMPORTANT...ABSOLUTELY NO TALKING OR TEXING ON YOUR CELL PHONE WHILE DRIVING THE SPEAKER!

Tip #10 - Avoiding Allergies

Be sure to ask this IMPORTANT question of the speaker ... "Are you/the speaker allergic to any food, flowers, perfumes, etc?"

The common banquet food ... chicken ... can do a number on some people.

Those beautiful flowers placed in the speaker's hotel room or green room might set them off with an allergy attack just minutes before they are to speak.

Please ask this question before the speaker arrives so that you can plan for an incident and allergy free event.

Tip #11 - Keeping the Energy Alive

It's helpful for the communicators to stay hydrated and have energy during your event, please consider having on hand for them: bottled water (get at least a case), juices and pieces of fruit. We know of a speaker who when asked what she needed for a multiple day event in a desert part of the country, requested a case of bottled water. 10 years later, she's still "waiting" for that to be delivered to her. Plan ahead and have these items on-hand.

Tip #12 - Making the Introduction

- Make sure the introduction is about the speaker and no more than 2-3 minutes.
- Stick with the introduction provided by the speaker. Most communicators will bring, or can send before the event, a scripted introduction to use.
- Let the person doing the introduction have time to read this before the event. If possible, have them meet with the communicator to be able to ask any questions they might have regarding the introduction.

Tip #13 - Considering the Closing

How you end your program is just as important as how you start your event. Some Christian groups would like to end with a salvation/altar call in response to the message. Others, prefer that the speaker turns it over to the emcee or other event official. Please take a few minutes before you get started to consider how you would like to close the program. **Be sure to discuss with the speaker how you would like for them to handle this part of your program.**

Tip #14 - Special Emphasis

If it is important for your speaker to use scripture during the event, please clarify with the speaker what that means. For example, the speaker may have written out the scriptures in their notes but you're rather see them pick up a Bible and read from that.

If there is anything else related to your group, theme, topic, etc. that is important and needs to be seen, heard, or emphasized by the speaker, please let them know. Most speakers are more than willing to accommodate your requests if they know ahead of time. If you don't tell them, they won't know to do it and it may impact your opinion of the speaker's performance later.

10 Tips to Help Your Speaker Do Their Job

Kathy Howard, Speaker & Author

Your speaker longs to be effective. She desires for God to use her in the lives of your women. You can help her help them. Use these tips to help your speaker minister as effectively as possible to your women.

1. **Give them one contact** – Your speaker is working with multiple churches at a time. One contact will help them stay focused on ministering to your church.
2. **Pray for them** –Pray for your speaker both before and during your event. (See “6 Ways to Pray for Your Speaker” for specific ways to pray.)
3. **Remember their job description** – The speaker may have great ideas for decorating, music, and schedules, but every additional responsibility takes them away from their primary task.
4. **Diffuse any “landmines”** –Make your speaker aware of any big issues happening in your church or among the attendees that could affect their messages or interaction with the attendees.
5. **Give them the demographics** – Details like age, spiritual maturity, and church background will help your speaker better target the message.
6. **Share the purpose of the event** –Is this event your big, annual outreach event or a retreat for spiritual renewal? The info will impact both their message and delivery.
7. **Set aside a “ministry area”** – A quiet corner or secluded spot, where your speaker can meet individually with attendees one-on-one if needed, will help them minister more effectively.
8. **Enable their larger ministry** –Provide outgoing, dependable person to run your speaker’s product table so they can focus on your attendees. Bless your speaker by telling the audience about the book table yourself and encouraging them to visit it.

9. **Watch for “monopolizers”** – You know these attendees because they’ve also demanded a lot of your time. You may need to run interference so all your attendees have an opportunity to connect with your speaker.
10. **Provide a private sleeping room and bathroom** –Your speaker isn’t “anti-social” or demanding. They simply needs a quiet, private place to pray and prepare.

Find out how to have Kathy Howard as the guest speaker for your group’s event, please visit ChristianSpeakersServices.com/kathyhoward.html.

6 Ways to Pray for Your Speaker

Kathy Howard, Speaker & Author

Whether you are in ministry leadership or an attendee, your speaker needs your prayers! This article gives direction for ways you can support her in prayer.

I was nearing the end of the message when I felt the first tickle. I cleared my throat and continued. But the tickle grew more persistent. Someone handed me a glass of water, but the need to cough grew stronger. While a volunteer read a Bible passage, I turned to the wall, hacking loudly behind my hand and praying fervently the coughing fit would quickly end.

The speaker you have scheduled for your next women's conference or retreat desperately needs your prayers – before and during the event. She may have spiritual struggles, family issues, deadlines – or allergies!

We all know prayer is vital, but we often allow the busyness of those last days to distract us from the event's primary purpose – the spiritual growth and encouragement of your women. Dozens of details press in and each day we tell ourselves we will “pray later.”

Be purposeful in praying for your speaker. Put it on your to-do list. Ask your team to join you in prayer and help them know how to pray for her.

Here are six specific ways you can pray for your speaker and her ministry to your women:

1. **Message Preparation** – Your speaker wants the message she prepares to touch hearts and meet the needs of your women. Pray God will give her wisdom and discernment as she studies and prepares (Colossians 1:19).
2. **Physical Needs** – Pray for your speaker's health, relationships, travel safety, and even her technology tools. Everything area of her life can impact her ministry (Romans 1:9-13).

3. **Spiritual Protection** – The enemy does not want your speaker’s message to be powerful and effective. Pray that God will “protect her from the evil one” (John 17:15).
4. **Spiritual Growth** – Your speaker is still growing spiritually. Pray she will grow in her knowledge of God and live a life that pleases Him (Ephesians 3:14-19; Colossians 1:10-11).
5. **Message Delivery** –Your speaker can’t leave life behind when she approaches the front of the room. She may be dealing with a scratchy throat, a rebellious teenager, or a packed schedule. Pray she can deliver God’s message with clarity, boldness, and grace (Colossians 4:4-6, Ephesians 6:19).
6. **Message Effectiveness** – This is the end game! Pray her message will hit its mark and bear much spiritual fruit (Colossians 1:10).

Don’t forget to let your speaker know you’re praying for her. It’s great encouragement.

Do you have a speaker coming to your church soon? Can you think of additional ways you can pray for her?

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Girls' Night Out Overview

Elaine Deslatte, Women's Ministry Director

The following is the actual information that Elaine used for more than 10 years as the Women's Ministry Director for her church. You may wish to create a similar list to be used for the specific tasks you will want to accomplish before, during, and after your event.

SCHEDULE:

Held quarterly on a Friday evening in January, April, July, and October (later in the month works better; attempt to be consistent using the third or fourth Friday of the month if possible)

BOOK SPEAKERS:

Speakers usually booked a year+ in advance.

Next year's speakers booked before October to have brochure available at October GNO.

Some speakers will have a contract to sign and return with deposit at time of booking (request for check from church financial secretary; allow a couple of weeks or so to process, need a street address, phone number, and social security number, need to attach a copy of the contract with the check request). Email the speaker with our attached contract to sign and return with W-9 (In order to process any check, our church's financial secretary needs our speakers to fill out a W-9 form. Please make sure you use a proper name with middle initial and a street address. P.O Boxes are not accepted. The web site to get it is:

<http://www.irs.gov/pub/irs-pdf/fw9.pdf> for the W-9 form and instructions.)

Hotel and airfare are expected to be provided. It is best to make reservations at least 4 or 6 months in advance if able. If the speaker wishes, they can make their own travel arrangements, but will need a price cap so they don't surprise you with an expensive ticket. Communicate with

the speaker and confirm airline reservations BEFORE purchasing the ticket. We fly the speaker in on Friday and provide hotel for one night.

HOTEL: The Irvine Marriott is good (18000 Von Karman ... 949-553-0100) but others may also have good prices. They have a shuttle to and from the airport. Inform speaker of shuttle van description. (You will need to provide transportation to and from the church – arrange for a specific person to do that.) Make reservations far in advance. Request non-smoking room, early check-in, and a room away from the elevator and ice machine. Go to the hotel the morning of arrival or the evening before and pay for the hotel room. Get reimbursed from church financial secretary (GNO account) – the hotel can email you a copy of the bill when the speaker checks out. Optional: buy an inexpensive basket (\$3-\$4) and fill with a water bottle, fruit/trail mix or the like ... wrap in clear cellophane and a bow and leave a welcome note ... basket can be dropped off for the speaker when credit card is left for the bill. NOTE: Be sure to get a confirmation number when booking the hotel and give that number to the speaker, as well as the details of getting to the hotel, etc.

FLIGHT: When booking flights: check to see what flights are available getting the speaker into Orange County no later than early or mid afternoon. Non-stops or maximum of one connection is acceptable. Check with the speaker to see if the flights are acceptable, then reserve the flight.

NOTE: Be sure to get a confirmation number when booking the flight and give that number to the speaker.

Before confirming speakers, check the church calendar for conflicts (call church secretary). Once speakers are booked, give the church secretary the dates to place in the church calendar and block the sanctuary from activity after 3:00 pm to allow time to set up.

Confirm topic and length of presentation with speaker (one hour).

All speakers need to fill out a W-9 and send to church financial secretary. Request the speaker to email a head and shoulders picture for publicity purposes.

CD's or DVD's can be requested to preview or go to the speaker's or speaker agency's web site (or check Youtube). A bio, list of topics, and demo's can be found there. Clarify fees, etc. before booking.

BOOK MUSIC LEADER:

Have a card ready for her the night of the event with a \$50 donation (give a check request to the financial secretary)..

PREPARE BROCHURE, FLIERS, POSTCARDS, ETC.:

Once speakers are booked, prepare the brochure. The church staff will print and fold (1000). Fliers, etc, are printed at the church.

MAILINGS:

Mailings can be prepared and given to the church office to stamp and mail out.

Mailings of cover letter, the flier for the January speaker, and the new brochures for the year are sent to all Irvine churches, all Lutheran churches in Orange County, and a few specific individuals who requested them about a month and a half prior to allow time to get the word out to their members. Postcards are mailed about 2.5-3 weeks prior to the event. January publicity is mailed around Christmas so they receive it right after the holiday rush.

Mailings of a cover letter and flier for the upcoming speaker are sent to all Irvine churches and all Lutheran churches in Orange County prior to each event in time for their bulletins or newsletters and postcards are mailed to the postcard reminder list. Emails are sent about 2 weeks prior to each event to those on the email list (this list has been promised not to be shared with anyone!)

OTHER PUBLICITY:

Current brochures are placed at information table, in church office, at information center in Narthex, and in the women's bathroom.

- Full page fliers for the next speaker are taken to church office at Voyagers Bible Church immediately after GNO.
- Full page fliers (300-400) are given to preschool to stuff in baskets 2 or 3 weeks before event (check with the preschool to see their census).
- Fliers can be posted in women's bathrooms.

Half page fliers are given to the church office to be placed in the bulletins the 2 Sundays before the event and the GNO banner is placed on the patio in a central location outside.

Brochures, fliers for the upcoming speaker, postcards (to be placed on our mailing list), and sign-up cards for bakers and greeters and for email sign-ups are placed on the tables in the Narthex as attendees arrive for the event.

Event and speaker Information is sent to the church office for STAFF, bulletins, web site, etc. ahead of time (1 ½ - 2 months is good; full page flier info is sent right after the previous GNO so info can be changed on the web site and in the newsletter). Add a picture if able.

Brief info with speaker picture to church office for Sunday announcements 3 weeks before the event to be announced the 2 Sundays prior to the event

REFRESHMENTS:

Email 2 weeks ahead of time to get cookies, squares, etc. for approximately 100-200 guests (2-3 dozen per baker)

GREETERS:

Solicit 2 greeters to help at the event with greeting, selling speaker product sales, and clean up after event

SOUND:

- Email church contact to remind sound man of GNO date ahead of time and find out who will do sound and set-up.
- Make arrangements if speaker has special requests for time of sound check or need for visuals with laptop, etc. Find out ahead of time what type of microphone the speaker prefers. The AV (audio/visual) person needs ALL info at least a week ahead of time. Any special speaker needs other than a microphone (power point, play video, etc.) needs to be to AV person in time for preparation, etc.)

SET UP:

- Easiest to set up mid day. Purchase 2 dozen balloons the morning of the event. Use masking tape so not to damage pews – easy removal.
- 3 tables in the Narthex with ironed tablecloths – 2 for materials, donation sign and 2 donation boxes and 1 for speaker products.
- 1-2 refreshment tables outside (place ironed tablecloths, napkins, and food just before the event)
- Place shakers in the pews
- Set-up person will set up podium, put things back in place after and lock the church after the event. Need to communicate need to church office manager. (Podium to be placed in center of "stage" (forward front))
- Set up coffee cart with coffee (40 cups in large pot) and tea (small pot with hot water) and condiments and 100+ coffee cups if serving coffee. Otherwise water and lemonade are easy to set up.
- Pick up balloons. Use masking tape to tape them to pews in sanctuary. Cut ends so audience doesn't trip over them. Be careful not to lose any to the ceiling.
- Pay hotel room ahead of time for speaker when appropriate
- AV personnel will set up sound for music (2 stand mics and music stand)

EVENING OF EVENT:

- Place tablecloths and refreshments on tables

- Set out coffee pots being used (plugged in when speaker starts and unplugged when she is done)
- Place condiments on table
- Music/songs start at 7:15 for about 15 minutes
- Introductory remarks follow
- Speaker is introduced and speaks for one hour
- Closing remarks with thank you's and announcements end the evening
- Refreshments and speaker product sales on the patio
- Give music leader and speaker thank you cards with payment.
- When done, clean up, clean out coffee pot, etc.,
- Church set-up person will put tables away, turn lights off and lock all doors

TIE-UP LOOSE ENDS:

- Count money and give to church financial secretary to be deposited with deposit slip. (Enter finances in checkbook log.)
- Reimbursement for balloons, music, and other expenses as appropriate
- Wash tablecloths
- Update mailing lists
- Drop off new fliers for the next event at Voyagers
- Replace fliers in the Narthex with new ones for the next event

AHEAD OF TIME:

- Confirm 2 Greeters (Can arrive around 6:45 pm)
- Confirm Bakers (cookies, squares, etc., for 100+ people – can bring to event or drop off at church office ahead of time)

FRIDAY SET UP – MID DAY OR BEFORE EVENT (Takes about 1.5-2 hours for one person):

NOTE: Need keys to church door and keys to coffee room and coffee cabinets

- Order balloons and pick up - (2 dozen)

- Put 2 tables in center of the narthex with ironed tablecloths, 2 donation boxes, donation sign, brochures, fliers for next speaker, funny stories, postcards, baker/greeter forms, flower pots (set tables up identically and place back to back against each other)
- Place one table off to the side in the Narthex with ironed tablecloth for speaker products. (Can be outside in good weather – usually April and July).
- Put 1-2 tables outside near the coffee area for desserts. Pink tablecloths and napkins are placed before women arrive for event and desserts can be placed as they arrive. Greeters remove foil coverings when thank you's are being said after the speaker talks.
- Prepare coffee when being used: need to have keys to coffee room and cabinets. Fill small coffee pot with water for tea. Fill the large coffee pot with water for 40 cups and put coffee in it so it is ready to be brewed. Clean and fill circular condiment tray ahead of time. Fill napkin holder and place on dessert table before event. Make sure there are plenty (100+) coffee cups on cart. Greeters will plug in both pots when speaker begins. Coffee is ready to be unplugged by greeters when speaker is finished.
- Put clear podium on stage (church set-up person does this). If flowers have arrived for Sunday service, place one in front of podium.
- Remove center front kneeling pad and center wooden railing so speaker can freely walk off and on stage if desired (if set-up person has not done this).
- Sound man will put out the microphones, etc.
- Before women arrive: Place GNO banner outside narthex doors for women to see as they arrive.
- Place shakers throughout the main seats of the Sanctuary
- Pick up balloons. Use masking tape to attach to pews (any configuration you want ... easy to put 2 or 3 together at ends of center front, middle, and back rows and front and back rows of each side section). Hold balloons tight so they don't rise to the ceiling. Cut ribbons short after taped to pews so people don't trip on them.
- 2 greeters meet guests at the door and "guide" them (brochure announces speakers for the year, flier is on next speaker, postcard for mailing list, donation box, etc.)

- Greeters will place all money and anything else from the donation boxes in the bank bag and take into sanctuary during the event. When event is over, check donation boxes again for more items.

EVENING OF EVENT:

- Turn on church lights.
- Sound person should play Christian music as women arrive.
- Open all front doors and have women enter from both sides of tables in narthex. Close inside doors when speaker begins and one set of outside doors when no more attendees are arriving. Greeters will re-open all doors when speaker has finished.
- Music starts around 7:15 until around 7:30

WELCOME AND INTRODUCTIONS:

- When musician finishes, thank her.
- Welcome the audience.
- Say a little something about what GNO is: evening of fellowship, fun, encourage one another, be inspired by speaker (have fun with remarks)
- May share a funny story(s)
- Introduce Speaker and move all microphones/stands off to the side out of the way.

AT END OF EVENT:

- Thank speaker. Say something nice about the message.
- Announce speaker table and products, desserts, beverages.
- Announce the next quarterly speaker.
- Remind attendees they can be on the mailing list by filling out the postcard and place in the donation box or fill out a card to be on the email list.
- Thank the audience for coming. Invite to return and bring friends.

AFTER EVENT:

- Discreetly give musician her pre-addressed card and honorarium after the event.
- Discreetly give speaker her pre-addressed card and honorarium after the event (check is requested prior to event by filling out form and give to church financial secretary ... needs street address and social security number and for speaker to fill out a 1099 form ahead of time and copy of contract).
- Clean up: food, coffee pots, etc.
- Set-up person will put tables away and lock up.
- Throw balloons away.
- Pick up shakers. (Check under seats and in front of pews as some put them there with the hymnals.)
- Pack everything up and put everything back in its place.
- Lock up coffee room. (Set-up person will close up and lock Narthex.)
- Send email to email list with a brief inspiration message about the event (something to make them wish they had come maybe?)

NOTE: IF SPEAKER IS STAYING AT A HOTEL, SOMEONE NEEDS TO PICK THE SPEAKER UP AT THE HOTEL AND RETURN HER AFTER THE EVENT. Usually speaker is at the church by 6:00 pm for sound check and product table set up so someone needs to be there to greet her if other than the designated driver.

Girls Night Out Checklist

Elaine Deslatte, Women's Ministry Director

The following is the actual checklist that Elaine used for more than 10 years as the Women's Ministry Director for her church. You may wish to create a similar checklist to be used for the specific tasks you will want to accomplish before, during, and after your event.

AHEAD OF TIME:

- Confirm a music leader (1 ½ to 2 months ahead of time)
- Mail letters and publicity fliers to area churches requesting they share the information with their congregation (1 ½ to 2 months ahead of time)
- Email church office with speaker information and picture for Sunday announcements for the 2 Sundays prior to the event (at least a month ahead of time)
- Email Women's Ministry Leader/liaison/AV representative with needs for event 3 weeks ahead of time (sound/microphone type and set-up)
- Mail publicity postcards to those on the "snail mail" mailing list (2-3 weeks ahead of time)
- Distribute publicity fliers (2-3 weeks ahead of time)
- Half page publicity fliers in bulletins (2 Sundays before event)
- Update publicity banner (highlights next speaker and announces upcoming speakers). Banner to be displayed the 2 Sundays before the event
- Email bakers and greeters requesting help (1 ½ -2 weeks before event)

- Email possible attendees on email list (2 weeks before event)
- Request speaker check from financial secretary (2-3 weeks ahead of time)
- Request music leader payment (2-3 weeks ahead of time)
- Email speaker with final details, contact phone numbers, etc. (1-2 months ahead of time)
- Call to reconfirm music leader

DAY OF THE EVENT:

- Order balloons and pick up
- Pay hotel (if applicable)
- Have speaker payment ready to give speaker
- Have music leader payment ready to give music leader
- Make sure enough bakers and greeters are available

10 Reasons Why Event Planners Choose CSS

1. We represent people not just a roster of speakers. We've heard their presentations. Whenever possible have met with them in person and gotten to know them. We know how to best recommend them for events based on your needs and on your event budget.
2. As a busy event planner, committee member, or ministry leader, we realize that your time is precious. Why spend hours researching various speakers via the Internet and other sources when with one call or email to CSS, you can be in contact with a broad selection of speakers? Let us make recommendations based on your event needs and budget so that you can better spend time planning your event.
3. Not all speakers are created equally. We are not just a speaker listing where anyone can pay a fee to be listed with no accountability. We are a full-service agency. As such, the speakers on our roster have been screened via their training, experience, publishing credits, and pastor/event planner recommendations. They also have a proven track record to reach people with life-changing messages. Your event deserves a professional.
4. The purpose of CSS is not just to book any speaker for any event. It's to find the right speaker with the right message for your event. We will spend time talking with you to get a better understanding for what your audience needs and what your event budget will allow.
5. Our speaking event agreements protect both you and our speakers. You will know right up front what is expected from everyone, giving you peace of mind that will enable you to focus on other areas of your event.
6. Our goal is to find the right speaker for your event—this may require discussions on everything from goals to budget. Because this is our business, we are able to be your sounding board to help in the development of your event.

7. In the event of an unforeseen emergency on your part or on the part of a speaker, we have an available pool of professional speakers able to step in at a moment's notice, should the need arise.
8. Make an informed decision. Our website is available 24/7 - with video/audio clips, books, bios, and presentation topics on each speaker's page to aid you in making the best choice.
9. Free resources available to help your event be the best possible.
10. Most importantly, we care about the message of the Gospel of Jesus Christ reaching those who need help, hope, inspiration, encouragement and healing!

What Do You Look for in a Christian Speaker?

Karen R. Power, Booking Agent

I was recently talking with an event planner trying to explore various options for a speaker for an upcoming event. This ministry leader commented, “I’m looking for speakers who are HOT.” All I could think of, and not verbalize, at that moment was, “Really? HOT is the criteria for booking a Christian speaker these days?”

Have we come to a place in planning our events that we are more focused on sizzle than ministering with substance to the needs of hurting people in our group?

Can we have both? Sometimes. Most often though, when looking at the long-term effectiveness of meeting real life needs ... probably not. Like the smell of a delicious hot-off-the-grill steak ... sizzle fades.

There are many Christian communicators who have had tremendous or sensational events occur in their lives who have made a big splash in the media. But what happens after the TV show ends, the book publicist moves on to the next client, or the spotlight fades from the stage?

Would you rather have someone minister to your group who has a proven track record of God continuously working through their life’s circumstances? While they might not make the top TV shows, or have a New York Times best selling book, they are faithful to follow in the footsteps of Jesus Christ. They have gone through the fire, faced fear, picked themselves up, raised their family through good and bad, and come out on the other side more solid, more sound, and more sure they are going in the right direction ... and willing to share their life lessons with others who need it ... sharing substance, not sizzle. Unfortunately, many of these Christian speakers get overlooked in favor of celebrity.

I would like to invite you to take a few minutes to review the speakers on the Christian Speakers Services roster. These men and women are not just names on a list. Each one has completed a strict process to prove they are

living what they teach on stage. They are held accountable to live in accordance with God's word. They have stories of how God has time and time again been there, delivered them, and are able to share what they've learned in the process. Some are multi-published, award-winning, authors. All are daughters and sons of the risen King! I can personally vouch that each individual on the CSS roster loves ministering one-on-one to those who need hope and healing, and yet will stand before any group -- large or small -- to share the Gospel of Jesus Christ.

So if you are looking for a speaker for your next event who has substance, solid Bible teaching, and real-life experience living what they believe ... visit ChristianSpeakersServices.com.

Why Secure a Speaker through an Agency?

As a booking agency, we are here to serve both the speaker and the meeting planner. We work on behalf of both.

Here are a couple of questions that are most often asked by meeting planners:

1. Does it cost more to book a speaker through an agency?

Not at all. Instead of the speaker spending their valuable time with preliminary discussions and paperwork, they choose to use an agency. This allows for the speaker to focus on preparing for booked events, writing their next book, working on their next project, or having quality family time. For the meeting planner, it allows for them to connect with many speakers at once who have been screened and have met certain qualifications.

2. What is the benefit of booking through an agency? Can't I go directly to the speaker?

A speaker chooses to have a booking agency on their team to help them direct the flow of speaking inquiries and help them manage their professional ministry more effectively. The booking agency is on board to take the time to have the conversations needed to ensure the group looking for a speaker and the speaker are a good fit, as well as answer the myriad of questions in the process. The agency also provides the professional agreements to ensure all parties involved understand the terms of the event and the speaker's obligations for the event.

An added bonus of booking through an agency for both the speaker and sponsor is that disagreements unfortunately do occur, and either party might have to cancel the date. In either case, the booking agency steps in to ensure that both parties meet their obligations as stated in the agreements and can often work out an alternative date or offer an alternative speaker, if needed.

Finally, at Christian Speakers Services, the meeting planners can rest assured that our speakers have proven credentials and experience. This is

why we represent a select few speakers instead of having hundreds of names on our roster.

We value relationship and partnership at Christian Speakers Services. We look forward to helping both the speaker and the event planner have the best experience possible.

We hope you'll contact us for your next event and let us help you find the right speaker, in the right budget range, with the right message for your group.

Visit ChristianSpeakersServices.com

Event Planners' Frequently Asked Questions

What is the benefit of booking through an agency? Can't I go directly to the speaker?

A speaker chooses to have a booking agency on their team to help with speaking inquiries and help them manage their professional ministry more effectively. The booking agency is on board to take the time to have the conversations needed to ensure the group looking for a speaker and the speaker are a good fit, as well as answer the myriad of questions in the process. The agency also provides the professional agreements to ensure all parties involved understand the terms of the event and the speaker's obligations for the event.

Two added bonuses of booking through is agency for both the speaker and sponsor are: (1.) Unfortunately, disagreements occur, and either party might have to cancel the date. In either case, the booking agency steps in to ensure that both parties meet their obligations as stated in the agreements and can often work out an alternative date or offer an alternative speaker if needed. (2.) Should something unforeseen happen and the speaker cannot fulfill the speaking engagement, the agency will step in on behalf of both the speaker and sponsor to find a suitable replacement, therefore reducing stress on many levels and ensuring a successful event (see further explanation below).

At Christian Speakers Services, the meeting planners can rest assured that our speakers have proven credentials and experience. This is why we represent a select few speakers instead of having hundreds of names on our roster.

We value relationship and partnership at Christian Speakers Services. We look forward to helping both the speaker and the event planner have the best experience possible.

Can we speak directly to the speaker before booking the event?

Yes, we will gladly, upon request, set up a conference call with the speaker, the event planner and/or their planning team/committee to talk directly with the speaker. This is your time to ask the speaker any questions, hear their ideas about topics for your event, and more to help you choose the right speaker for your event.

Is there a Statement of Faith available for the Speaker?

Yes. A link can be found on each speaker's page on our website.

Does it cost more to book a speaker through an agency?

Not at all. The fee structure for the speaker and the agency are the same. The difference is instead of the speaker spending their valuable time with preliminary discussions and paperwork, they choose to use an agency. This allows for the speaker to focus on preparing for booked events, writing their next book, working on their next project, or having quality family time. For the meeting planner, it allows for them to connect with many speakers at once who have been screened and have met certain qualifications. After the speaker is booked for an event, direct contact between the speaker and event planner is set up and they can focus on the real needs of the group and the presentation that will effectively meet those needs.

How long is a session/presentation?

A session for a keynote or breakout/workshop is typically 30-90 minutes per presentation.

How much do speakers cost?

Speaker fees are impacted greatly by factors such as name recognition, demand for the speaker's services, event location, how many and length of presentations, and more. At Christian Speakers Services, our speakers'

appearance fees can range from \$500 for a local keynote to more than \$5,000 for a non-local full weekend event.

Fees are always subject to change and may vary based upon the length of presentation desired or the location of your event. For that reason, we do not post the speakers' fees on their pages of this website. Please contact us directly to obtain the specific speaker's fee for your event.

Your contract will include specific details of what the Speaker will do while they are with you. It is important to discuss specific plans with your agent before the contract is issued. If you want to add an event after the contract is issued, please contact your agent for approval. Additional events may result in additional fees.

Additional Expenses

In addition to the speaker's appearance fee, you will also be responsible for the following expenses if the event is more than 60 miles from the Speaker's home base. Expenses may vary but typically include:

- Ground Transportation (to/from departure airport and to/from arrival airport). Typically Sponsor or their representative will provide ground transportation. In some cases, it might be necessary to arrange for a limo service or provide a rental car.
- Travel: airfare or round-trip mileage at IRS allowable rate
- Accommodations (at a conference center where the event is held or a nearby hotel)
- Meals from arrival through departure. (Meals are arranged via a meal plan if at a conference center or room service/on-site restaurant for a hotel.)

Will the Speaker be selling their books and other products at the event?

Yes. If the Speaker chooses to sell their books and other products at the event, the Speaker prefers that there are no other outside vendors selling

at the event, except for those people directly involved with the event (speakers, musical artists, comedians, etc.). If a bookstore or other merchant is present (i.e. Church's in-house bookstore or outside bookstore), we request that they do not sell the Speaker's books or other products. Product may include, but is not limited to, the Speaker's books, CDs, DVDs, t-shirts and other ancillary items. The Speaker retains 100% of the proceeds.

Contracting the Engagement

It is important to clearly outline the activities in which you wish your speaker to participate in the original contract. For example, if you contract a speaker to deliver only a keynote address, the contract fee is for this service only. Requesting an additional session, book signing session or participation in a VIP reception after the contract has been signed may result in additional fees.

Where do I get the Speaker's promotion material?

After contracting the engagement, you will work directly with the Speaker. They will gladly provide their professional head shot, bio, and presentation title/description for your promotional efforts. You must use the materials given to you by the Speaker. For example, you cannot go online and use an unapproved photo.

Who books travel and lodging for the speaker?

You will work directly with the Speaker after the engagement is contracted regarding the logistics of travel, meals, and lodging. Airfare is paid for by the Sponsor after working out the flight details with the speaker. Lodging is paid for by the Sponsor either at the conference center or by direct billing with the hotel. Meals are arranged via a meal plan if at a conference center or room service/on-site restaurant for a hotel.

Payment Terms

A non-refundable deposit of the speaking fee is collected at the time a speaker is booked for the event. This deposit guarantees the date will be reserved for the sponsor on the speaker's calendar. The remaining balance of the speaking fee is due to the speaker at the time of the event.

Cancellation Policy

- If cancellation by the Sponsor occurs within 90-days of event date, 50% of the remaining speaking fee, plus any event-related expenses already incurred by the Speaker are payable to the Speaker and due within two weeks of cancellation date. Cancellation must be submitted in writing to Christian Speakers Services with specific reason given.
- If cancellation by the Sponsor occurs within 60-days of the event, 100% of the remaining speaking fee, plus any event-related expenses already incurred by the Speaker, are payable to the Speaker and due within two weeks of cancellation date. Cancellation must be submitted in writing to Christian Speakers Services with specific reason given.
- In the unlikely event that the Speaker is unable to fulfill this event, Christian Speakers Services will notify the Sponsor and will work with the Sponsor to reschedule the Speaker and/or find an appropriate substitute from the Christian Speakers Services roster (fees will be adjusted accordingly if necessary). If no suitable Speaker can be arranged and agreed upon by the Sponsor, the Speaker will refund the deposit and any non-refundable travel-related expenses that have been paid by the Sponsor within two weeks of final decision.

What if something happens and my speaker is late or, even worse, cannot make it to my event?

The thought of a speaker's plane being delayed, a traffic jam on the way to the convention center or, even worse, a speaker who cancels at the last minute, haunts meeting planners. Flights do get canceled, roads do get

iced and a speaker could get sick. Thankfully, we have had to deal with less than half a dozen speaker cancellations in our history! However, if this does occur, all of our resources and our contacts can be pooled together to find a replacement speaker (see Cancellation Policy).

In the event of an unforeseen circumstance such as hurricane, tornado, flood, blizzard, fire, or an other act of God happens that renders holding this event as stated within this contract impracticable or impossible, all parties will work together to reschedule the event. If the event cannot be rescheduled by Sponsor within 1-year of the original event date, the Sponsor will then comply with the terms of the Cancellation Policy.

What happens after we have selected a speaker with Christian Speakers Services?

Once a speaker's fee is agreed upon for an event, we handle all the business details to make absolutely certain there are no misunderstandings or glitches. We issue an Speaking Engagement Contract. We coordinate all communication between the sponsor and the speaker to ensure that the specific program requirements are met. The speaker will work with the sponsor directly on all the logistics - from promotional materials, travel arrangements and accommodations to schedules and itineraries.

After the event, we will send you a Speaker Evaluation to complete. It is very important that the sponsor is honest and forthright in giving feedback both positive and negative about their time with the speaker and their ability to meet the needs for the event. This information is forwarded to the speaker to help them make adjustments if necessary for future events.

About Christian Speakers Services

“I have used Christian Speakers Services a lot over the past 10 years for our church's quarterly *Girls' Night Out* and have been extremely happy with their service. They are awesome to work with. Very professional and prompt. They have made my job as coordinator much easier when it's time to book more speakers!” ~ **Elaine Deslatte, Girls' Night Out, Irvine, CA**

We are not like some speakers bureaus with a long list of speakers with whom they barely know. We have vetted each speaker on our roster. We connect with them regularly. We want to know their passion and core message and how that will benefit audiences that will hear them. We pray with and for our speaker ... and event planners too!

We operate under this simple concept ... we are a speakers bureau with a ministry heart connecting event planners with Christian women and men speakers!

We work on behalf of event planners and ministry leaders to make the process of finding the right communicator for their event quick and easy as possible by providing access to a wide variety of communicators across the country with messages and passions to fit their events' needs. With just one telephone call or email to the CSS offices, we can put you in touch with many speakers across the country, and we can fit most any budget.

Visit us at ChristianSpeakersServices.com

From Event Planners

“Christian Speakers Services is the best! Very easy and the process was not intimidating. They are also extremely accessible.” ~ **C. Smith, True Lite Fellowship**

“It has been a privilege and a joy to work with Christian Speakers Services for our past two events. They are very professional without being stuffy. They have become a part of our family. I am sincerely looking forward to working with them for many years to come.” ~ **L. Finn, First Baptist Church of Robinson**

“Christian Speaker Services is very easy to work with. The web site makes finding speakers to fit your needs simple. I also love being able to find video or audio clips to preview speakers. The CSS staff has been very efficient and is always available to assist. I have used CSS for many years and will continue to do so.” ~ **E. Deslatte, Irvine, CA**

“I had a positive experience working with Christian Speakers Services. They seemed to know what I needed and directed me to the right speaker. The whole experience was excellent!” ~ **M. Pizzorno, Abilene Women's Club**

“Christian Speakers Services is wonderful!” ~ **Pastor R. Webb, Calvary Baptist Church**

“I have worked with Christian Speakers Services twice and both times it has been a good experience. They use sound business practices while engaging in ministry.” ~ **J. Vader, Gladstone, MI**

“Great experience all through the process. Very professional.” ~ **J. Dobbs, Dallas, TX**

“The whole process of working with Christian Speakers Services has been made very easy.” ~ **T. Roach, Alleluia! Lutheran Church**

Visit us at ChristianSpeakersServices.com

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