

FAQ's about Working with Speakers Bureaus and Agents

Will I pay less if I book Deb without going through a bureau?

No. Speakers determine their fees. Bureaus quote those fees and then take a percentage from the speaker's fee. Reputable bureaus never inflate fees. They make all contracts and other documents available to all parties.



Is it OK to call or contact the speaker directly?

Absolutely. Relationships between speakers and bureaus are built on trust. There shouldn't be any need for secrets between a speaker, bureau, and potential client. Whenever I receive a call, I always ask where an inquiry comes from. If someone wants to hire me because they saw me present at a previous event, I always double check. If the previous event was one booked by a bureau, then it is my obligation to direct the inquiry on to the bureau in order to work out the arrangements. From that point, the speaker, the bureau, and client will work together to create a successful event.

Why not just book your engagements on your own?

I do book engagements on my own, but I also love working with bureaus. A great deal of business acumen and time are required in order to market and promote a professional speaking business. The bureaus and agents who do this for a living are experts I have utmost respect for and value their abilities and experience.

For meeting planners, using a speaker's bureau is like taking out an insurance policy. No bureau will stay in business if they disappoint their clients. It is essential that they deliver the right speaker for the right event every time.

For the speaker, being represented by a reputable bureau is win-win relationship. I connect with audiences and markets I may never have contacted. I hear of events and opportunities I may never have been made aware of. I learn as much as possible about the other speakers each bureau represents. When I have a conflict with an engagement I can send a potential client to the bureaus I work with knowing the person will be well taken care of. Because they have a good experience, I am much more likely to hear from them the next year.