



Event Planner Phone Script©

You: Hello, can I speak with (name)?

Them: This is (name), who's speaking?

You: Hi (name). My name is _____ and I'd like to know if you need a keynote speaker for your upcoming conference?

Them: We do have an event coming up and we've been thinking about keynote speakers, but haven't booked one yet. What do you speak about?

You: I speak about (insert your topic that ideally compliments the theme of the conference that you can research about before hand) and I think your audience will love my keynote because you and I both know that audiences want something unique, new, and memorable, right?

Them: Yes they do. So what makes your keynote memorable?

You: Great question! Based on my experience speaking, attendees need to be entertained and engaged. So, instead of doing another powerpoint presentation or lecture, I give "Keynote Concerts" by combining live music with speaking. Can I ask what your key initiatives are for your event?

Note: Initiatives is another way of saying "themes", "objectives", or "outcomes" that they want their audience to have.

Them: Well, our main initiatives are _____. Is that something you cover?

You: Yes...and the great thing about my keynote is that not only does it compliment these, but I can even customize it to perfectly fit within the framework of your initiatives.

Them: Really? That's nice. I don't think I've ever heard that before!

You: Would you mind if I send you a link to my sizzle reel and my speaker sheet so you can see if I might be a fit for what you're looking for?

Them: Sure, I'd be happy to take a look.

You: Thank you for your time and consideration. Do you have any questions for me?

Them: No, but thank you for calling. I'll have a look at your video and will watch it with the booking committee and we'll get back to you.

You: Ok, well I really enjoyed getting to connect with you today. Before I go, I'd love to send you a gift for your time today. What is the best address to send it?

Note: If you have a music download card, send them the card with a personal note. If not, send them a link to download your music. If you have a book, send them a signed book. If not, send them a link to your digital or audio book. If you have neither, no problem—send them a gift card that's inexpensive and relatively universal (i.e. Starbucks, Amazon, etc.).

Them: You want to send me a gift?

You: Yes

Them: Ok, you can send it to my work address at (location). May I ask what the gift is about?

You: It's just a small thank you and something that I think will brighten your day.

Them: Wow, well thank you. You can send it to (address).

You: Thank you again. And I'll make sure to send you my video link in a few minutes.

Them: Sounds great. I'll be sure to check it out.

You: Thank you. Have a great day!

Tip: Send the event planner your video reel and speaker sheet links right away. Then, send them a signed thank you card and include a physical gift as mentioned above. In the card, remind them who you are and that you do Keynote Concerts. In a few words, briefly describe what a Keynote Concert is (i.e. I combine speaking with live music and storytelling) and you look forward to the possibility of delivering this experience to their audience.

About a week after sending the gift, call them directly.

Follow up:

You: Hello, can I speak with (name)?

Them: This is (name).

You: Hi (name), it's so great to connect with you again. My name is _____ and I'm calling to see if you received the gift I sent you?

Them: Yes, I did! That was so thoughtful of you. Thank you for sending it!

You: My pleasure. I hope you enjoy it! Did you have a chance to watch the video link I sent you?

Them: We did watch the video and liked what we saw—as well as your speaker sheet. Of course, our team will be talking with a few other keynote speakers to see who might be the best fit for our event.

You: Of course. In the meantime, I'd love to send you anything else you might need to help you make a decision (this is a great opportunity to send them testimonials or anything else to build your value). And, let me know if you would like to talk about how I can customize your keynote and what my Keynote Concert set looks like.

Them: Yes, I remember you said that you combine live music with speaking and that you could customize it for our initiatives. That did stand out. I do have one question for you. What is your keynote fee?

You: My fee is \$_____.

Tip: Don't say *anything* after you say your fee.

Note: When giving your fee, always remember that you can start big and negotiate down if you have to, but you can't ever start small and negotiate up. Also, the higher your fee is, the greater *perceived value* they will have about your speaking. Refer to my "conference market fee cheat sheet" in module 2 or the template directory to have a sense of typical fees per conference market and your level of experience.

Them: Ok, is your fee all inclusive?

You: No, travel and hotel is separate (you can include this in your fee later in the negotiations if needed, but for now, I recommend that you keep it separate).

Them: Alright, we'll have to see how your fee works with our event budget.

You: Great, are there any other questions I can answer?

Them: No, you've given us some things to think about. And, I'll talk with the committee about your fee. In the meantime, we'll keep you updated.

You: Perfect, and thank you again for your time and consideration. If it does work for you to have me as your keynote, I'm confident your audience will love it and remember it for years to come. Thanks again!

Them: Sounds great! Thanks!

Tip: Right after the conversation, send them any testimonials you have. If you don't have testimonials, that's ok. You'll be getting some soon!

Note: Email them a week later. Say you're checking in to see if they viewed your testimonials or if they had any other questions. Your goal is to book a follow-up meeting with them. This could be in person, on the phone, or video conferencing. If you book an in-person meeting, don't just talk about what you do for your Keynote Concert, show them! Give the committee a mini-keynote concert right there in the boardroom (this also works virtually). Remember, event planners are people too. Show them the emotional impact that their audience will have first hand! Then, congratulations on getting your keynote concert booked!