



Higher Education Tips and Takeaways...

The **Leadership and Planning Specialists** newsletter is published bi-weekly and is shared by the nation's 2,600+ colleges and universities as well as the 1,200+ community, junior and technical colleges.

Presidential Quote: "I am convinced that it will be strong, assertive, and enlightened administrators that will lead us to a new and higher level of accomplishment . . . Our future rests on the bold, decisive leadership of college and university administrators nationwide." – James Fisher

Tips for Booking a Keynote Speaker

Is it hard to book a speaker?

Except for celebrities that require complicated riders or other contingencies, booking a professional keynote speaker is simple. Be sure to communicate about mutual expectations during the contracting stage. Be certain to brief your keynote speaker about all your convocation, conference or in-service details, understand their requirements and be clear about your expectations.

How far in advance are keynote speakers usually booked?

The new normal is 2-3 months in advance -- you will at least save on airfare this way. You will do even better for yourself if you try booking at least 6 months in advance. (See additional ideas).

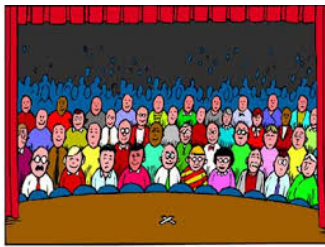
What should I look for in my speaker?

Remember, great speakers tell stories while they build rapport with the audience. They inspire and motivate. They keep their talks short, and they practice. They're authentic. To find speakers with these qualities, do your research, understand the contracting conversations, and trust the speaker to make your event memorable and enjoyable -- they often work off referrals.



When booking your keynote speaker there are several ways to get the best deal for your institution:

1. **Book in advance.** Many speakers have rates they claim are non-negotiable; however they tend to be more "flexible" the further out you work to book them.
2. **Integrate the speaker.** Most speakers want to be relevant, if they are part of an existing program, or share your vision and mission they are more likely to adjust their rates.
3. **Work with your colleagues.** Speak to the colleges and universities around you. Perhaps you can book the same speaker for the same day, weekend, or week. You can often split travel costs, negotiate a combined rate or work with the speaker to understand the benefit of the package deal.
4. **Referrals & References.** Speakers need these more than you think . . . make them part of your negotiations.



Service Spotlight

In-Service/Convocation Speakers

When was the last time a faculty member told you they would rather sit in an in-service than to get ready for the semester?

What turns faculty & staff off immediately. . .

PAPERS, FOLDERS & BINDERS – do not give faculty and staff more binders full of materials they will never use because we too often attend a training and then decide it was awesome -- later we think we can recreate our experience, and nothing will help more than a binder or folder full of papers, articles, and handouts we received. You might score more points by just giving them an empty binder. Because that's what is going to happen anyway. They listen to an administrator's synopsis, trying best not to roll eyes (we hope) or poke the person next to them, and when it's over, in the hidden comfort of the office, they are going to throw away all the copies and reuse the binder. Be proactive & save a tree.

BEWARE THE READER – Actually, they love when the speaker reads their PowerPoint presentation, right? These are highly educated people who all at some point in time have proven they are literate. Hire a speaker, not a reader.

NEXT BEST THING -- Your faculty do not want to change how they teach again because so and so came out with a new technique which looks familiarly like the one we used several years ago (with a new name, logo, or tagline) until that new technique came out and they used that. Most of what is being passed on to faculty is not innovative -- its refurbished practice with a new name. Only use speakers that have a message and have innovated something with actual successful outcomes. Faculty & staff know, they always know.

BONDING -- Most people actually do like their coworkers, but they **don't want to hold on to a rope and play follow the leader** as a team building / icebreaker exercise. This would be a wonderful tool to introduce kids to one another on the first day of summer camp. Paying a facilitator/speaker to ask people who have worked together for 10/20/30+ years to do this is a waste of time and money. You will not create new bonds with these 10-minute social games.

MISSION STATEMENT QUIZ -- Why ask faculty and staff what the Campus Mission Statement and Values should be if the Mission Statement and Values have not changed in 20 years? Hand them a copy, so they can nod in agreement, and be done. Spend your time on innovative goals that might actually help a student graduate.

So what should I look for in my speaker/facilitator?

Essentially, the best keynote speakers make an audience think about ideas in a way they may never have before the event. Sometimes keynote speakers can do this based on personal experience, while others are known for examining topics from unusual perspectives. The successful keynote speaker leaves the audience invigorated and inspired to make the most of the other information they'll encounter during the event.

The exceptional keynote speaker should be comfortable with himself or herself and be practical and knowledgeable about the needs and wants of the audience. An audience should feel as if the keynote speaker is passionately speaking to them as if they were colleagues, friends or family.

Outstanding keynote speakers understand the tension that exists whenever someone goes on stage, and they diffuse that tension through the practice of connecting with the audience, often with humor interwoven. Although a keynote speaker has to be comfortable being the center of attention, the best ones listen, whether during a post-speech Q and A session or when talking to attendees informally afterward. So always make time for adequate Q&A. They can leave the audience with an additional idea or two to keep forever.

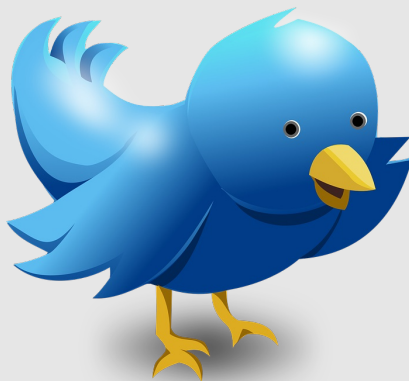
The right keynote speaker takes his or her audience on a journey that is both intellectually and emotionally resonant. People are social creatures, and they take action when inspired, so a great keynote speaker can definitely have a positive effect on your event. This is particularly true for the keynote speaker who can use the force of his or her personality to deliver information that the typical speaker may find too challenging to deliver.

When people see the keynote speaker taking the stage, they naturally grant that person temporary authority and let them into their heads. One secret is that all audiences, even the most entrenched, route for the speaker to succeed. They want to be inspired; but it is up to the speaker to realize the audience starts with them, so the speaker must honor this starting point, and build the message to a peak, taking all audience members on the journey that ultimately leads to action.

For more information on adding an inspiring and dynamic speaker to your next event, feel free to reach out to our [specialist team](#). **Why not get the best speaker to start a journey for your institution – today!**

**If you would like more information regarding working with us - please
[CLICK HERE](#)**

**If you have a topic you would like us to share with our audience - please
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A Tweet You May Have Missed . . .

"Political will and resource allocation are essential for the apprenticeship to become sustainable"

[Tweet Link](#)

The People We Serve:

Our clients have consisted of higher education institutions, college presidents, college vice-presidents, deans, Boards of Trustees, and even individuals in need of career guidance and mentorship. We strive to provide a unique fully customized relationship where the best strategy is created to match and realize your institutional goals. Sometimes this relationship begins at the grassroots level and other times it starts at the top of the organization.

We have facilitated strategic initiatives for colleges, universities, departments, and membership organizations.

We provide the following consultative services:

1. Keynotes
 - Convocations for Faculty
 - In-Service Retreats for Staff
2. Comprehensive Strategic Planning
3. Board Retreats
 - Board Self-Evaluations
 - Presidential Evaluations
4. Enrollment Management
 - Marketing Consultation
5. Board/CEO Relations
 - Specializing in “No Confidence” Vote Consulting
6. Presidential Onboarding/ Contracting
7. Executive Coaching
8. Expert Witness Reporting & Testimony

THE BENEFITS OF WORKING WITH DR. AUSTIN’S TEAM

- Proven strategies and techniques that are completely transferable to your institution.
- Learn successful priorities from a leader with a proven track record.
- Be motivated and inspired by an award-winning leader.
- Develop organizational strategies that are customized to your needs and goals.
- Reach your true enrollment potentials – detailed market insights for better planning, media strategy, inquiry and applicant pool development, conversion yields, and retention programs.
- Take command of your financial destiny.
- Learn to lead with authority & without fear.
- Transform your board and organization into a collaborative enterprise.
- Mediated and facilitated Board Retreats that emphasize mutual cooperation for student success.
- Specialized services for dealing with a faculty “No Confidence” vote and media relations.
- A variety consultative services that help you achieve your goals.
- Assisting you with successful presidential on-boarding.
- Expert Witness Reports & testimony when things do not go as planned.

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