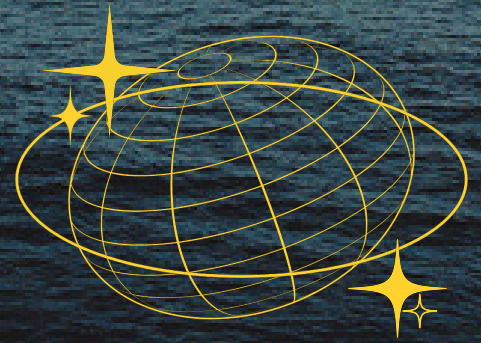


The AI Keynote Planning Checklist

10 Questions Before Booking Your Next Speaker



1. Understanding Your Audience

To ensure your keynote resonates deeply and delivers maximum impact, it's crucial to understand who you're speaking to. Ask yourself:

- What are the primary demographics of your attendees (e.g., industry, job roles, experience level)?
- What is their current level of knowledge and familiarity with AI?
- What are their biggest challenges or pain points related to AI that this keynote could address?
- What are their expectations for this session?
- What kind of tone and delivery style would best engage them (e.g., technical deep-dive, inspirational, practical application)?

2. Defining Success

Clearly defining what a successful keynote looks like will guide your speaker selection and evaluation. Consider:

- What are the primary goals you want to achieve with this keynote (e.g., educate, inspire, drive action, debunk myths)?
- What specific key takeaways should attendees leave with?
- How will you measure the success of the keynote post-event (e.g., survey feedback, attendance, follow-up actions)?
- What specific actions do you hope attendees will take as a result of hearing the speaker?

3. Logistics & Fit

Beyond the content, practical considerations are essential for a smooth and effective event. Think about:

- What is the preferred format for the keynote (e.g., presentation, fireside chat, interactive workshop)?

- How much customization of the content is expected or required to align with your event's theme and audience needs?
- Is the speaker available on your desired date(s) and do they fit within your budget?
- What are the speaker's technical requirements (e.g., A/V, presentation software)?
- Does the speaker's overall message and brand align with your event's values and objectives?

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