

How to Leverage Speaker Conference Insights



**Attendee
Interactive**

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Introduction

Planning a conference that stands out in today's competitive landscape involves more than just logistical coordination; it requires a deep understanding of what makes an event engaging and valuable. One of the most effective ways to achieve this is by leveraging insights from past speakers. Analyzing and applying data from previous sessions can inspire your planning process, helping you create a more dynamic and tailored experience for your attendees.

The following guide illustrates how to use speaker insights to elevate your next conference for all participants and stakeholders.



1 What makes a great conference speaker?

We all know a great conference speaker when we see one and, in most cases, they possess several of the key attributes below, which set them apart and contribute to a memorable and valuable presentation.

Before we dive into ideal conference speaker attributes, consider the types of questions you may want to include when creating speaker evaluations and rating systems. Doing this ensures you have useful and actionable information when the evaluations are completed by your attendees, which will help you identify great conference speakers for upcoming events.

TIP

By implementing Attendee Interactive's [conference management software](#), you can build speaker, session, and overall conference evaluations within the platform. Once implemented, check out the pro tips our team has shared below to help you source the right speaker for your next conference.

- Have a plan in development and outreach of your evaluations to your attendees, focusing on overall conference evaluation vs. specific speaker/session evaluations.
- Ensure you're embracing both positive and negative feedback. Some only focus on the negative and what changes they need to make. Look at the positives and how those concepts can be incorporated into other areas of your event that may be lacking.
- Make sure your surveys/evaluations align with your conference goals in mind. When designing questions, ask yourself, how am I going to use these data/responses?
- Keep it short and sweet – surveys that are too long or that feature too many open-ended questions leads to dissuasion for respondents to complete or provide helpful information.

2 Ideal Conference Speaker Attributes

1. Expertise and Credibility

- **Deep Knowledge:** Great speakers are experts in their field. They bring a wealth of knowledge and experience to the table, which allows them to provide valuable insights and practical information.
- **Credibility:** They have a solid reputation and are often recognized as thought leaders. Their expertise is backed by relevant experience, credentials, or achievements.

2. Engaging Presentation Style

- **Dynamic Delivery:** They present their content in an engaging and lively manner. This includes effective use of voice modulation, pacing, and gestures to keep the audience interested.
- **Storytelling:** Great speakers use storytelling to make their points more relatable and memorable. They weave narratives that illustrate their key messages and keep the audience invested.



3. Strong Communication Skills

- **Clarity:** They communicate their ideas clearly and concisely. Complex concepts are broken down into understandable parts, and technical jargon is minimized or explained.
- **Active Listening:** They actively engage with their audience, listen to their questions, and respond thoughtfully. This responsiveness creates a more interactive and engaging experience.

4. Audience Awareness

- **Understanding the Audience:** They have a clear understanding of their audience's needs, interests, and level of knowledge. This allows them to tailor their content to be relevant and meaningful.
- **Adaptability:** They are flexible and can adjust their presentation based on audience feedback and reactions. If something isn't resonating, they can pivot to better meet the audience's needs.



5. Preparedness and Organization

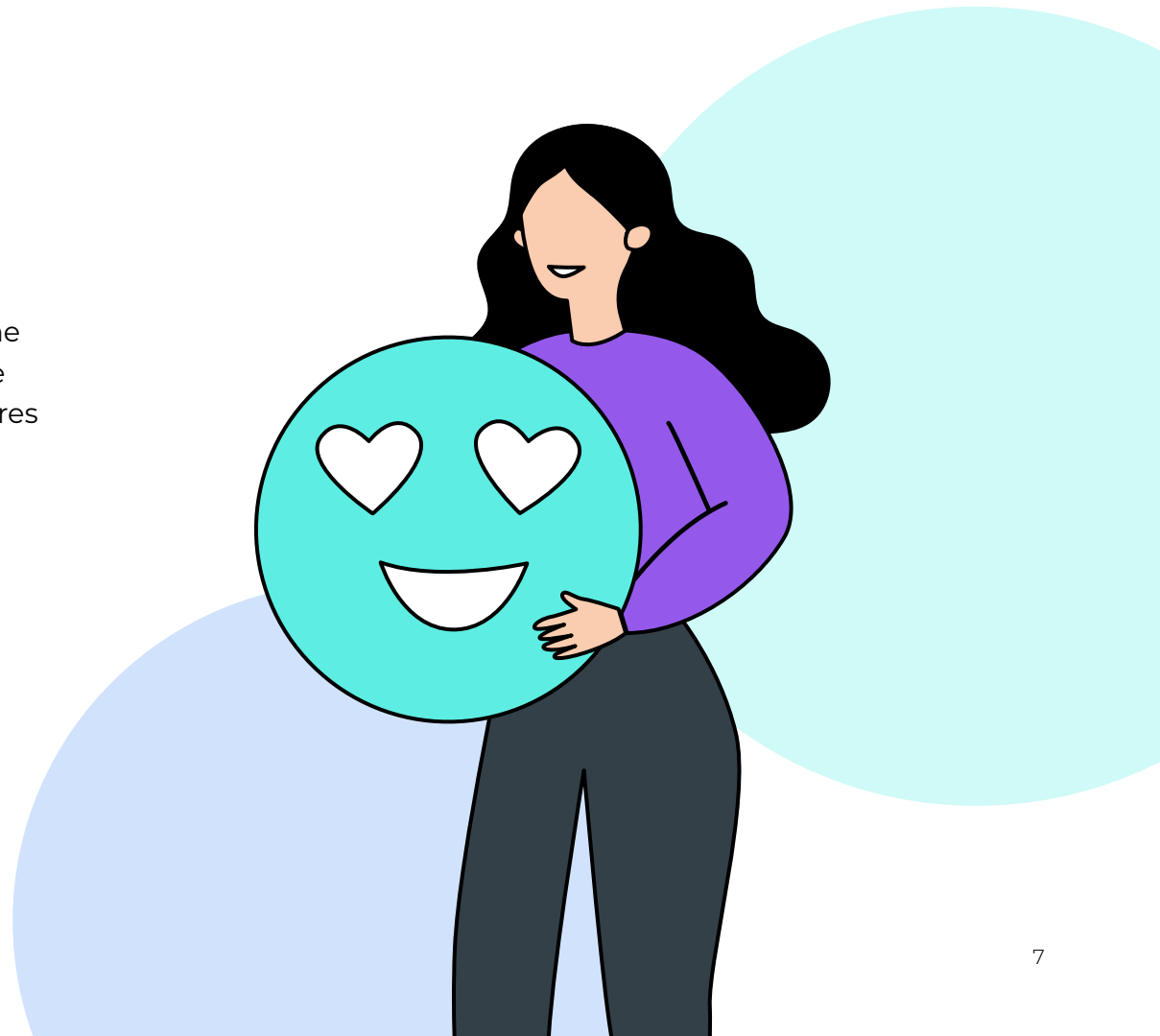
- **Structured Content:** They present their material in a well-organized manner, with a clear structure that includes an introduction, main points, and a conclusion.
- **Preparation:** They are well-prepared, having rehearsed their presentation thoroughly. This preparation includes not only knowing their content but also being familiar with the event format and logistics.

6. Engagement and Interaction

- **Audience Engagement:** They actively involve the audience through questions, polls, or interactive exercises. This keeps the session lively and ensures that the audience remains engaged.
- **Visual Aids:** They use visual aids effectively to enhance their presentation. This includes slides, videos, or props that support and illustrate their points, rather than distracting from them.

7. Passion and Enthusiasm

- **Genuine Passion:** They convey a genuine passion for their subject matter. Their enthusiasm is infectious and motivates the audience to care about the topic.
- **Energy:** They bring positive energy to their presentation, which helps to keep the audience energized and engaged.



8. Professionalism

- **Respect and Etiquette:** They display professionalism in their interactions with the audience and event organizers. This includes being punctual, respectful, and courteous.
- **Reliability:** They follow through on their commitments, from the initial agreement to the actual presentation, and handle any issues or questions with professionalism.

9. Impact and Takeaways

- **Actionable Insights:** They provide practical, actionable takeaways that the audience can apply in their own contexts. This adds value and ensures that the presentation has a lasting impact.
- **Memorable Content:** They leave a lasting impression by delivering content that is memorable, whether through a compelling final message, a thought-provoking question, or a unique perspective.

10. Technical Competence

- **Effective Use of Technology:** They are comfortable with the technology used in their presentation, whether it's a projector, microphone, or interactive tools. They handle any technical issues smoothly and without disruption.

By embodying these characteristics, a conference speaker can create a compelling and effective presentation that not only captures the audience's attention but also leaves a lasting impression.



3

How to Plan Conferences & Sessions Based on Top Speaker Insights

The key to a successful conference lies in the quality and relevance of its content. To enhance future events, start by meticulously analyzing feedback and data from past speakers. Gather information on audience engagement, session ratings, and speaker evaluations. Identify which speakers received the highest praise and what specific elements contributed to their success.





Evaluate Engagement Metrics

Look at metrics such as session attendance, participation levels, and social media mentions. High engagement often indicates that the speaker's content was compelling and relevant. For example, if a speaker who discussed innovative industry trends attracted significant interaction, it suggests that future conferences should feature similar forward-thinking topics.



Analyze Feedback

Dive into qualitative feedback from attendees. Pay attention to comments on the speaker's delivery style, clarity, and ability to connect with the audience. This feedback will provide insights into what aspects of their presentation were most effective and why.



Identify Key Trends

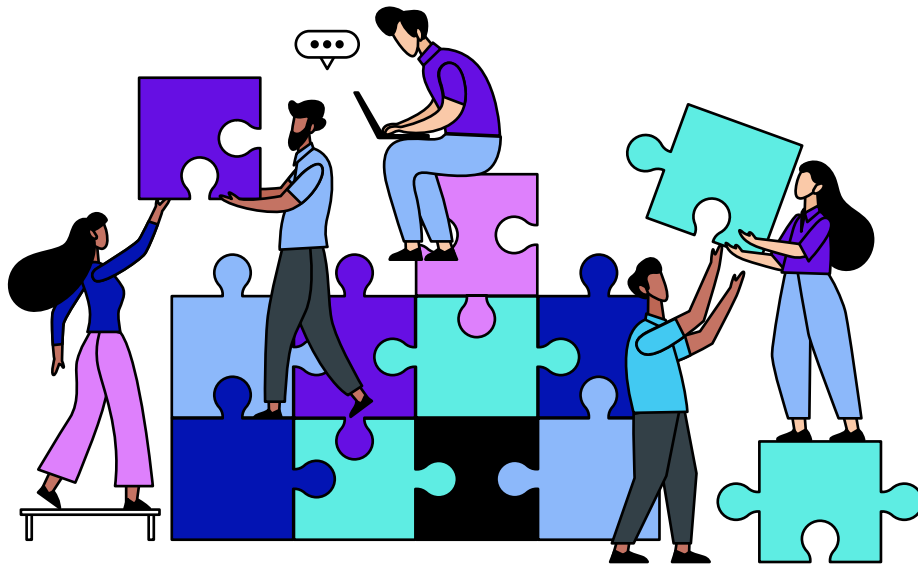
Track recurring themes in the feedback for high-performing speakers. This could include preferred presentation formats (e.g., interactive workshops versus traditional lectures), popular topics, or engaging storytelling techniques. Use this information to shape the content and structure of future sessions.



4

Personalize Events with Data and Speaker Insights

Personalization enhances attendee experience by catering to their interests and needs, which is where data from past events comes in hand.



Segment Your Audience

Use demographic and psychographic data to segment your audience into different groups with varying interests and preferences. Tailor sessions to address the specific needs of these segments. For instance, if you have a diverse audience with varying levels of expertise, offer sessions that range from beginner to advanced levels.



Customize Content

Based on insights from past sessions, curate content that resonates with your audience. For example, if past attendees showed a preference for hands-on, practical sessions, incorporate more workshops or case study discussions into your agenda.



Enhance Interaction

Incorporate interactive elements such as Q&A sessions, a panel of industry experts, live polls, or breakout discussions based on feedback about what attendees enjoyed most. Personalization also involves providing networking opportunities aligned with their professional interests.

5

Analyze Top Speakers to Plan Future Conferences

A thorough analysis of top speakers can offer invaluable guidance for future event planning.

- **Profile Top Performers:** Create detailed profiles of your most successful speakers. Note their areas of expertise, presentation styles, and the types of content they deliver. Understanding these elements will help you identify speakers who can replicate their success in future conferences.
- **Assess Speaking Styles:** Evaluate different speaking styles that were well-received. For instance, if speakers who engaged in storytelling or used visual aids effectively received positive feedback, consider incorporating these techniques into your session planning.
- **Identify Emerging Experts:** Keep an eye on rising stars and emerging experts in your industry. Including up-and-coming speakers with fresh perspectives can add variety and innovation to your event lineup.

Speaking of your next conference... you need to get the word out about your amazing speakers and those supporting them on the agenda. Knowing how to do this successfully is an art form in and of itself. Here are some tips to get people talking!



6

How do you hype a speaker?

Hype can significantly enhance a speaker's impact and set a positive tone for their presentation. With Attendee Interactive, [conference organizers can easily track engagement](#) to evaluate what's working and gain insights into the speaker's conference experience. Couple this knowledge with the following strategies to build excitement and generate enthusiasm for your speaker:



1. Pre-Event Promotion

- **Social Media Teasers:** Use social media platforms to share engaging content about the speaker. This can include quotes, short videos, or behind-the-scenes glimpses of the speaker preparing for their session.
- **Email Campaigns:** Send out targeted emails to attendees highlighting the speaker's expertise, achievements, and what they will bring to the event. Include compelling subject lines and intriguing snippets to build anticipation.

2. Highlight the Speaker's Achievements

- **Introduction Bio:** Craft a captivating introduction bio that outlines the speaker's credentials, accomplishments, and unique qualities. Emphasize any awards, publications, or notable experiences that establish their credibility.
- **Personal Stories:** Share anecdotes or success stories about the speaker that illustrate their impact and relevance to the audience. This can create a personal connection and generate interest.

3. Leverage Testimonials and Endorsements

- **Endorsements from Industry Leaders:** Feature testimonials or endorsements from other respected professionals in the industry who can vouch for the speaker's expertise and impact.
- **Previous Attendees' Feedback:** Share positive feedback and reviews from past audiences who have attended the speaker's sessions. Highlight specific comments that praise the speaker's delivery and content.

4. Create Engaging Content

- **Video Clips:** Produce short, engaging video clips of the speaker discussing key topics or sharing insights. These can be used in promotional materials and social media to give a taste of what to expect.
- **Interactive Q&A:** Host a live or pre-recorded Q&A session with the speaker. This allows potential attendees to interact with the speaker and ask questions, increasing their interest in attending the session.

5. Design Eye-Catching Promotional Materials

- **Event Posters and Flyers:** Create visually appealing posters and flyers featuring the speaker's image, name, and key details. Place these materials in high-traffic areas and online platforms to catch the eye of potential attendees.
- **Countdowns and Reminders:** Use countdowns and reminder notifications leading up to the event to keep the speaker in the spotlight and maintain excitement.

6. Incorporate the Speaker into the Event Program

- **Special Announcements:** Make special announcements about the speaker during pre-event activities or other sessions. Highlight the significance of their presentation and what attendees stand to gain.
- **Themed Events:** Create themed activities or discussions that tie into the speaker's topic. This can build anticipation and create a cohesive experience around their session.

7. Engage with the Audience

- **Polls and Surveys:** Conduct polls or surveys to gauge attendee interest in the speaker's topics. Share the results and emphasize the speaker's role in addressing these interests.
- **Interactive Challenges:** Create pre-event challenges or discussions related to the speaker's expertise. This can build engagement and excitement around their upcoming presentation.



8. Personal Touches

- **Personal Invitations:** Send personalized invitations to key attendees, highlighting why the speaker's session will be particularly valuable to them. This can create a sense of exclusivity and importance.
- **Speaker Meet-and-Greet:** Arrange opportunities for attendees to meet the speaker before or after their session. This personal interaction can enhance excitement and build a stronger connection.

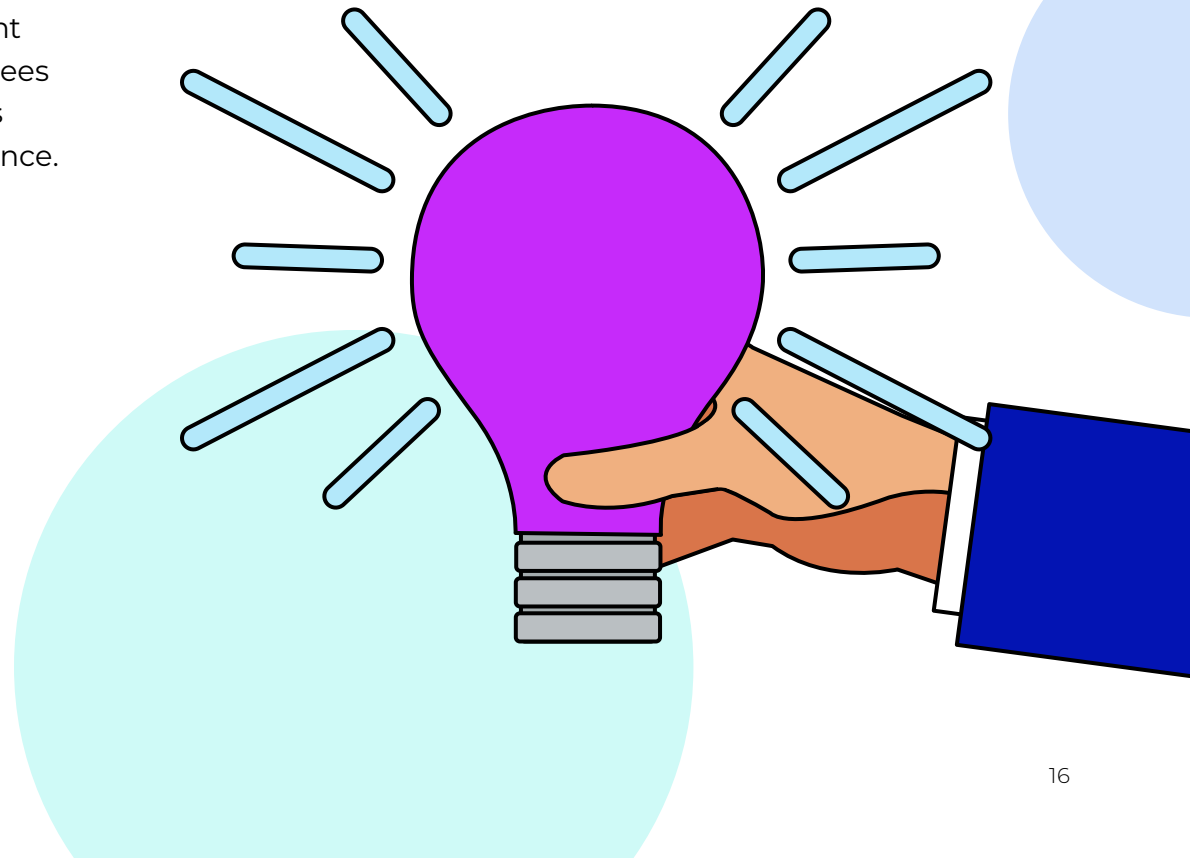
9. Highlight Unique Aspects

- **Exclusive Content:** Emphasize any unique content or insights that the speaker will share that attendees can't get elsewhere. Highlight how this content is tailored specifically to the event's theme or audience.
- **Interactive Elements:** Showcase any interactive elements of the session, such as workshops, live demonstrations, or audience participation opportunities, to generate interest.

10. Build a Narrative

- **Create a Story:** Develop a narrative around the speaker's journey, expertise, and the impact they have made. This story can be woven into promotional materials and communications to create a compelling backdrop for their appearance.

By using these strategies, you can effectively hype a speaker, generating excitement and setting the stage for a successful and engaging presentation.

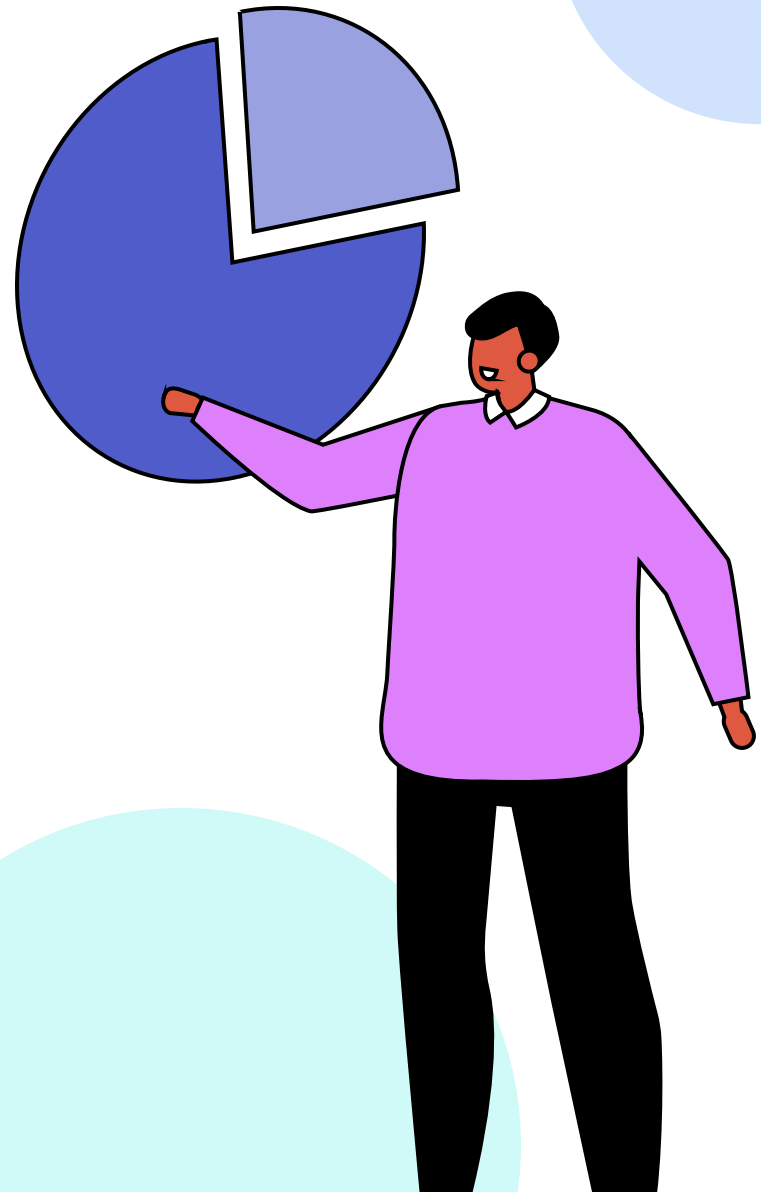


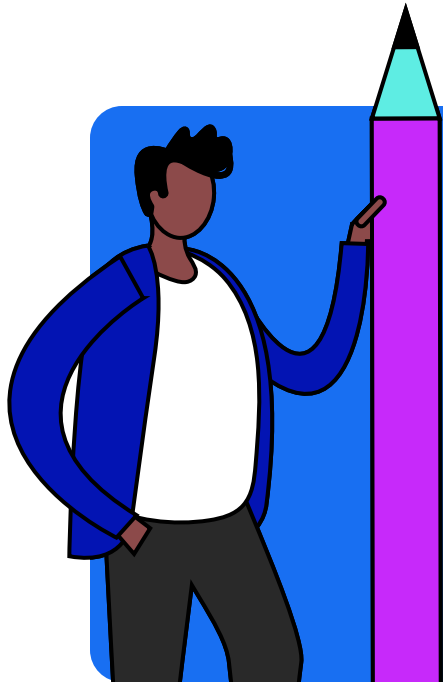
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Use Data on Top Sessions to Plan Your Next Event

Understanding which sessions resonated most with your audience provides critical insights for future event planning; however, without a [proven conference management solution](#), accessing this data can be difficult and time-consuming.

Integrating the right conference management platform allows you to view data in one place, rather than switching back and forth between multiple, disconnected systems. Moreover, Attendee Interactive makes it possible to review and analyze data year after year, instead of compiling reports manually. With this information in hand, conference organizers are empowered to evaluate abstract/speaker submission for future events, based on prior attendee feedback.





For instance, you might use the data to quickly identify which speakers had high versus low ratings. In fact, with speaker and session management, conference organizers can get even more granular with their data review and determine whether the ratings were directed towards the individual speaker's performance, or the topic covered in the session. Granted, if you want access to this type of information, you must ensure that your survey/evaluation questions align to make these distinctions.

This same holds true of session management. With the right questions, conference organizers can easily recognize the most popular sessions against those with low attendance and lower evaluation scores. From there, the analysis can go a step further to uncover whether the topic or speaker was the issue.

In short, with a speaker management platform, conference organizers are equipped to easily:

→ **Analyze Session Popularity:** Look at session attendance and feedback to determine which topics were most popular. High attendance often correlates with relevant and timely content. For example, if sessions on new technologies or industry innovations were particularly well-received, prioritize these topics in future events.

→ **Assess Content Effectiveness:** Review feedback on session content to gauge its effectiveness. Identify which topics or formats received the highest ratings and why. Use this information to guide the selection and development of future session content.

→ **Address Gaps:** Use attendee feedback to identify any content gaps or areas for improvement. If attendees expressed a desire for more in-depth discussions on certain topics or requested additional sessions on emerging trends, incorporate these elements into your next conference agenda.

Leveraging data and insights from past sessions and speakers is crucial for refining your conference planning strategy.

Embrace these insights to elevate your conference planning and deliver exceptional events that resonate with your attendees.

[Request your demo!](#)

At Attendee Interactive, we are dedicated to helping you harness the power of speaker insights and data to create unforgettable conferences. By applying these strategies, you can transform your event planning approach and achieve greater success with every conference you host. Our [conference management software makes](#) it easy to access speaker insights and grow your events successfully.



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