

Speakers Showcase Information Document

Overview

Speakers Showcase is a specialist speaker exposure program designed to provide a small number of speakers with the opportunity to present their keynote presentation directly to a curated audience of event decision makers.

The program combines coaching, presentation preparation, marketing support, and a live showcase event where selected speakers present on stage in front of gatekeepers who regularly engage and book professional speakers.

Speakers Showcase is conducted in Sydney, Singapore, and Dubai. Showcase events are conducted each year.

Between six and eight speakers are accepted into each Showcase.

Participation is subject to an application and approval process.

Purpose

The primary purpose of Speakers Showcase is to provide speakers with direct exposure to decision makers who regularly source, engage, and book speakers for conferences, events, leadership programs, corporate functions, and professional development initiatives.

Speakers Showcase is designed to create an environment where speakers can demonstrate their keynote presentation in a live setting rather than relying solely on marketing materials, websites, videos, or written profiles.

The program is based on the principle that decision makers are more likely to engage a speaker after experiencing them speak live and observing how they communicate, influence, and engage an audience.

Who the Program is Designed For



Speakers Showcase is designed for individuals who intend to pursue professional speaking as a regular and ongoing activity.

Participants may include:

- Professional Speakers
- Coaches
- Consultants
- Trainers
- Authors
- Thought Leaders
- Business Owners
- Executives
- Industry Experts

The common characteristic among participants is a desire to secure speaking engagements and develop a professional speaking career.

The individuals who generally gain the greatest benefit from the Showcase are those who intend to speak regularly and who are actively pursuing opportunities to be booked as keynote speakers.

Who the Program is Not Designed For

Speakers Showcase is not designed for individuals who:

- Have no interest in being booked as a speaker
- Do not intend to pursue speaking opportunities
- Are unwilling to prepare and refine a keynote presentation
- Do not wish to build relationships with event decision makers
- Are unable to commit to the preparation requirements of the program

Program Structure

The program consists of three primary components:

Phase 1 – Preparation

Prior to the live event, participants undertake a preparation phase that includes:

- Four weeks of personalised coaching
- Weekly coaching support
- Daily Q&A support through the community
- Positioning, packaging, and marketing workbook
- Presentation refinement and feedback
- Access to scripts and templates

The purpose of this phase is to ensure each participant arrives at the Showcase with a presentation that meets keynote presentation standards.

Phase 2 – Three-Day Event

Participants attend a three-day in-person experience.

Days One and Two

The first two days focus on advanced presentation and keynote development.

Areas typically include:

- Presentation structure
- Message refinement
- Storytelling
- Audience engagement
- Delivery techniques
- Stagecraft
- Keynote positioning
- Feedback and coaching

Participants receive ongoing feedback and coaching throughout the process.

Day Three – Speakers Showcase

The third day consists of the live Speakers Showcase event.

The Showcase is typically conducted as a breakfast, lunch, or dinner event attended by invited gatekeepers and decision makers.

Each participant presents a keynote presentation lasting between 10 and 20 minutes.

The presentation may be:

- A condensed version of a full keynote
- A selected section of a larger keynote
- A complete keynote adapted into a shorter format

Presentations are expected to reflect keynote speaking standards.

Promotional pitches, product sales presentations, and direct selling from stage are not permitted.

Gatekeepers and Attendees

The audience consists primarily of individuals who regularly engage speakers for events.

Attendees may include:

- Speaker Bureau Representatives
- Speaker Agents
- Event Managers
- Conference Organisers
- Professional Conference Organisers (PCOs)
- Learning and Development Managers
- Corporate HR Leaders
- Association Executives
- Corporate Event Decision Makers
- Event Producers

The majority of attendees are considered buyers rather than observers or influencers.

While attendees receive speaker information and marketing materials, speakers do not receive attendee contact details directly.

Instead, gatekeepers are provided with speaker information and may choose to contact speakers directly following the event.

Marketing Assets Required

Participants are expected to have professional speaker marketing assets prepared prior to joining the Showcase.

These assets typically include:

- Professional Website
- Speaker One Sheet
- Sizzle Reel

- Professional Biography
- Social Media Profiles

These assets form part of the information distributed to gatekeepers before, during, and after the event.

Media and Marketing Support

Each participant receives media assets from the Showcase.

These include:

- Professional videography
- Professional photography
- Raw presentation footage
- Event images
- Showcase media assets

In addition, Speakers Institute conducts promotional activity before and after the event.

This includes:

- Marketing of the event and participating speakers prior to the Showcase
 - Distribution of speaker assets to attending gatekeepers
 - Promotion through existing channels and networks
 - Post-event visibility activities for up to three months following the Showcase
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Outcomes

The primary outcome of Speaker Showcase is exposure to decision makers who regularly book speakers.

Additional outcomes may include:

- Increased professional visibility
- Greater speaker credibility
- New relationships with event decision makers
- Enhanced speaker marketing assets
- Professional stage footage
- Increased industry exposure

- Future speaking opportunities

Some participants secure speaking engagements directly following the Showcase.

Others develop relationships that lead to future opportunities over time.

No specific number of bookings or engagements is guaranteed.

The Importance of Gatekeeper Relationships

The professional speaking industry is heavily relationship-driven.

Many professional speakers receive repeat bookings from a relatively small number of gatekeepers who repeatedly engage them for events throughout the year.

In many cases, a single relationship with an event organiser, speaker bureau, or conference organiser can result in multiple speaking engagements annually.

The Showcase is designed to facilitate initial exposure and relationship development between speakers and these decision makers.

Program Readiness

Participation in the Speakers Showcase requires a high level of preparedness to ensure maximum impact for both the speaker and the audience. While a speaker may have completed enrollment and payment, the organizers reserve the right to assess the speaker's readiness for the live event. If a speaker is deemed not ready to deliver a keynote presentation at professional standards, we will strongly recommend, and potentially require, that they defer their participation to a future Showcase. This approach is taken to protect the speaker's brand and professional reputation, as presenting before they are fully prepared can be a disservice to their name and career.

Application Process

Participation is subject to an application and approval process. To secure a place in the Showcase, applicants are required to follow these steps:

1. **Submit Deposit:** Interested speakers must first submit a deposit to initiate the application.
2. **Review:** Applications are then assessed based on key criteria, including:
 - Quality and readiness of marketing assets (Website, One Sheet, Sizzle Reel, etc.)
 - Commitment of time and investment
 - Attitude and willingness to polish the keynote to a professional standard
 - Availability for program dates
3. **Acceptance:** Once accepted, the remaining program fee is due.

Acceptance into the program is not automatic and is determined by our assessment of the speaker's readiness to deliver a high-quality keynote.

Program Locations

Speakers Showcase is conducted in:

- Sydney
- Singapore
- Dubai

Locations may vary depending on event schedules and operational requirements.

Event Capacity

Each Showcase is intentionally limited in size.

Typical intake:

- Minimum: 6 Speakers
- Maximum: 8 Speakers

This structure is designed to provide sufficient stage time, coaching access, and exposure for each participant.

Investment

Standard investment is USD \$20,000.

Discounted pricing and payment plan options may be available at different times.

Specific pricing structures are provided during the application and enrollment process.

Long-Term Perspective

Speakers Showcase is not designed as a standalone presentation event.

It is intended to function as a professional platform where speakers can demonstrate their keynote presentation, establish relationships with event decision makers, and accelerate their development within the professional speaking industry.

Participants who continue developing their keynote, marketing assets, industry relationships, and professional profile after the event are generally positioned to derive the greatest long-term benefit from the Showcase experience.