

**Quick Checklist for a Good**



# **SpeakerFit**

---

How to select the right guest  
for your next women's event

---



**CAROLE BREWER**

**Being a ministry leader or event planner is a calling, a privilege, and a challenge!** And when you're planning an event, finding just the right speaker is a big part of that challenge!! Your heart's desire is to organize an experience that encourages, entertains, and points your people to the Lord. I pray this checklist guides you to selecting the best speaker fit for your next event! *James 1:5*

### ❑ **Audience-Fit**

Who will be there? Will your audience be multi-generational or a specific age group? Consider what the speaker offers your audience through her background, experiences, and ability to effectively connect and communicate with your audience.

### ❑ **Theology-Fit**

What does your speaker believe about God the Father, His Son Jesus Christ, and the Holy Spirit? Review her website and Mission Statement. Consider how her beliefs line up with the theology of your church.

### ❑ **Topic-Fit**

Have you considered that the topic and title contribute many aspects to your event? The topic provides a way to proclaim the Gospel with a specific emphasis. The title lends itself to decorating schemes and graphics design for your program and handouts. Your speaker should provide and/or work with you to select a topic that makes your event sound fun and inviting. Choose a speaker who is easy to work with and can effectively deliver a transformational message without deviating from the chosen topic.

### ❑ **Budget-Fit**

For many event planners, speaker cost is one of the first concerns and can even supersede some other important musts for a good *SpeakerFit*. You might be surprised to know that some professional speakers are willing to serve on a love offering basis or work within your designated limited budget. No financial expectations could also be a consideration with product sales only. If it truly feels like a good fit, God will work out the finances.

### ❑ **Style-Fit**

What tone would you like to set for your event? Will it be light-hearted, serious, or a combination of both? Choose a speaker whose aim is to give a message that refreshes, renews, and points her audience to the truth of God's word.

### ❑ **Travel-Fit**

How far would your speaker have to travel to come to your event? Bringing a speaker who is closer to your region will be less costly. Traveling in the same time zone with a minimum of transfers will be easier on your speaker as well. Choose a speaker who is flexible to work within your budget for travel, food, and lodging.

### ❑ **Referral-Fit**

Are you reluctant to invite a speaker if you were not previously aware of her ministry? This is where prayer and God's leading are all important before you offer an invitation. Also, take time to read and consider the statements by others posted on the speaker's website. *Proverbs 3:5-6*

### ❑ **"Extras"-Fit**

In planning the event, is the speaker able to assist the leader by designing a printed program, preparing PowerPoint promo slides, and providing other needed graphics? These *extras* will save overall time and expense plus encourage the entire planning team. Inviting a speaker who also leads worship and special music is a big plus for saving cost and ensuring that the entire presentation flows seamlessly. Most importantly, choose a speaker who is a team player, experienced, and passionate about reaching women with the Gospel of Jesus Christ!

Author, Speaker, Singer-Songwriter, Podcast Host  
**CAROLE BREWER**  
Messages that  
*Revitalize*  
info@carolebrewer.com  
www.CaroleBrewer.com

