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How To Select an Engaging Virtual Keynote Speaker

Based on interviews with more than a dozen event professionals who frequently hire speakers for virtual events, here is a compiled list of some of the key criteria used by the world's best planners to pick speakers:

1. Perspective.

Is the message that a speaker is going to share ordinary and forgettable, or will they offer a valuable insight that your audience hasn't heard before? The best talks do more than inspire, they offer a new unusual perspective with a message people haven't heard before.

2. Energy.

Does the speaker have a style that keeps the energy level high over video without making the audience feel like they are listening to an over-the-top infomercial? Overperformance is a problem in virtual presentations and more energy isn't always better if it feels wrong for your audience.

3. Authenticity.

Will the setup and style of the speaker be authentic and human and is the speaker an approachable and likeable person? This becomes even more important when your audience is engaging with a speaker presenting from home or when the audience is listening from home.

4. Reputation.

Does your audience either know the speaker or will they be suitably impressed by the speaker's credentials? While finding undiscovered speakers is great too, a speaker must have enough credibility for your audience to pay attention.

5. Attitude.

How easy will the speaker be to work with and are they committed to the success of the event? Everything from overall personality to a willingness to customize the talk and participate in AV/tech rehearsals are signs that a speaker will be easy to work with. This can be even more important when working virtually.

