

5 Traits Event Organizers Want From Speakers

1) Understand the event's community – get to know your audience ahead of the event. Spend some time with them (online or in person), and make sure you're current with the most relevant topics of discussion or debate. This will also help if you choose to have a Question and Answer session. Find out who the other speakers are, and publicly reach out to them. This will help build momentum and comradery in advance of the event, itself.

2) Promote the event – a speaker's own following or readership is great source of potential attendees for a conference. Organizers are aware of this and will notice when you actively promote the event to your community. Get the word out on your blog, shared calendars, message boards and social networks.

3) Are dependable – organizers will choose speakers who show up on time, have all their materials, are prepared for AV mishaps, and can adapt to last minute changes. Your reputation matters. Many speakers don't realize it, but conference organizers of different events compare notes and talk amongst themselves to share their experiences working with speakers, on and off the stage.

4) Expect the unexpected – when it comes to professional events, Murphy's Law prevails. Don't assume there will be a dependable Internet connection. If you plan on presenting a "live demo", make sure you have backup screenshots handy in case the Internet connection isn't as speedy or stable as you need.

5) Participate in the event – don't just fly in, speak, and fly out. It doesn't matter how busy you are, the event is your customer, and the audience is your extended community. Be approachable and make time to engage with attendees in the halls, in other sessions, at lunch. Be willing to do an impromptu podcast, and be a good sport about having your picture taken with attendees. It will be worth your time, you'll meet interesting people and you just might learn something!

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