

# Speaker Usage Monitor: Wave 1

*National Speakers' Association*  
*June 2003*

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# Project Objective

- The National Speakers' Association needs a method to track speaker usage over time. This information will be shared with its members so that members can apply the information to developing and managing their respective businesses as professional speakers.
- The current study comprises a benchmark wave. The NSA will repeat the study at needed intervals, using their own data collection methods.
  - If desired, they will contract with Wirthlin to analyze the data and prepare a report similar to the present document.

# Research Method

This study was conducted as a telephone survey, using a purchased list of meeting planners. The survey took approximately six minutes to complete.

A total of 150 interviews were completed as follows:

	<b>TOTAL</b>	<b>Corporate</b>	<b>Education</b>	<b>Association</b>
<b>Number</b>	<b>150</b>	<b>75</b>	<b>25</b>	<b>50</b>
<b>Percent</b>	<b>100%</b>	<b>50%</b>	<b>17%</b>	<b>33%</b>

Corporate and association planners work in corporate and association settings, respectively. Education planners include those in secondary school settings (private and public), colleges and universities, and adult education.

All respondents were screened to have primary or equally shared responsibility for bringing in outside speakers for their organizations' meetings.

The purchased list of planners consisted of 4736 names. With a completed sample of 150, reported percentages are accurate to +/- 7.9%.

# Research Method

Calling from the purchased list resulted in the following disposition.

	CORPORATE	EDUCATION	ASSOCIATION
Sample Universe	3841	189	406
Number of People Called	2441	157	418
Total Dialings	6059	924	938
Final Completes	75	25	50

# How To Read This Report

In this report, some phrases are used that may require some definition.

- |                      |   |
|----------------------|---|
| “Open-End”           | A question which has no pre-categorized responses. For example, when a respondent is asked how many meetings they have had in the past year, they will respond with a specific number.  |
| “Multiple responses” | A question to which a respondent may give multiple answers. For example, when asked what kind of speakers they have hired, they may say “industry experts, motivational speakers, and entertainers.” On these charts, totals will not add up to 100% due to the multiple responses. |
| “Read list”          | A multiple choice question with a pre-defined list of responses.  |

# Number of Meetings With Speakers in Past Year (Paid or Unpaid)

Number of Meetings	Total %	Corporate %	Education %	Association %
1	13	17	--	12
2	15	15	12	18
3	16	23	8	10
4	9	11	12	6
5	5	7	4	4
6	12	8	12	18
7-10	8	5	12	10
11-20	9	5	16	10
21 and Up	10	5	24	10
Don't Know	3	4	--	2
Mean	9.8	7.8	13.8	10.7

Education meeting planners report more meetings than other sectors.

Corporate planners report the fewest meetings, with 55% of them indicating that they have 3 or fewer meeting per year with outside speakers.

Question: *Over the past 12 months, at how many meetings or other events have you hired either paid or unpaid speakers? (OPEN-END)*

# Average Meeting Attendance (Meetings with Speakers – Paid or Unpaid)

The Education sector holds the largest meetings, averaging 365 attendees. Corporate meetings are significantly smaller, with over half of the meetings having 50 or fewer participants.

	Total %	Corporate &	Education %	Association %
<b>25 or fewer</b>	17	28	--	8
<b>26-50</b>	24	33	20	12
<b>51-100</b>	19	15	28	22
<b>101-250</b>	15	11	20	20
<b>251-500</b>	14	3	12	32
<b>501 and Up</b>	10	9	20	6
<b>Don't Know</b>	1	1	--	--
<b>Mean</b>	257	198	364	292

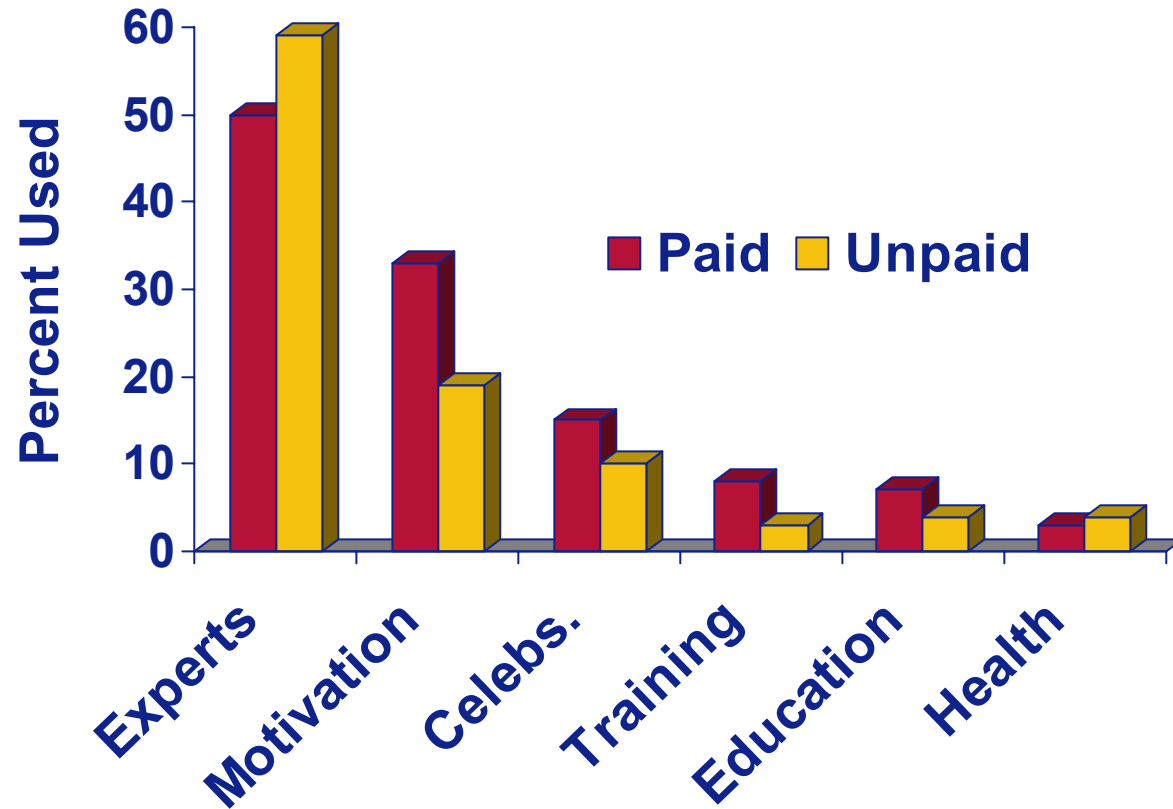
Because there are so few education meeting planners, it may be that these individuals plan meetings for larger entities, such as district or state level meetings. This might explain why their meetings are larger.

Question: *On average, approximately how many attendees have there been at the meetings or other events where you had paid or unpaid speakers over the past 12 months? (OPEN-END)*



# Usage of Types of Speakers in Past Year

The Voice of the Speaking Profession



# Kinds of Speakers Used (Paid or Unpaid) – By Sector

	Total	Corp.	Educat.	Assoc.
	%	%	%	%
Industry Experts	77	76	68	82
Motivational	44	45	52	38
Celeb/Enter.	23	16	32	28
Devel/Training	11	12	12	8
Education	9	1	28	10
Health	5	8	--	4
Mgt/Leader.	5	3	4	8
Political	4	1	8	6
Volunteer	3	1	4	4
Career Mgt	3	3	4	2
Social Issues	2	--	4	4
Special Topics	2	1	8	--

The most frequent types of speakers used by all sectors are industry experts, motivational speakers, and entertainers.

Corporate planners are unlikely to bring in political speakers, or those who discuss volunteer issues.

The education sector is more likely to hire education-related speakers.

Two percent (3 people) mentioned special topics without elaboration.

Question: Which of the following types of paid speakers have you hired over the past 12 months? (READ LIST - MULTIPLE RESPONSES)

Question: Which of the following types of unpaid speakers have you hired over the past 12 months? (READ LIST – MULTIPLE RESPONSES)

# Overall Speaker Usage: Paid vs. Unpaid

	Paid %	Unpaid %
<b>Industry Experts</b>	50	59
<b>Motivational</b>	33	19
<b>Celeb./Entertainers</b>	15	10
<b>Development/Training</b>	8	3
<b>Educational</b>	7	4
<b>Health</b>	3	4
<b>Mgt/Leadership</b>	3	2
<b>Social Issues</b>	2	--
<b>Political</b>	--	3
<b>All others (&lt;1% each)</b>	1	5
<b>None</b>	21	24

Overall, there are few differences in usage patterns between paid and unpaid speakers.

Planners are significantly more likely to use paid, rather than unpaid, motivational speakers.

In addition, planners are somewhat more likely to use unpaid, rather than paid, industry experts.

Question: Which of the following types of paid speakers have you hired over the past 12 months? (READ LIST– MULTIPLE RESPONSES)

Question: Which of the following types of unpaid speakers have you hired over the past 12 months? (READ LIST– MULTIPLE RESPONSES)

# Usage of Paid Speakers by Sector

	TOTAL	Corp.	Educat.	Assoc.
	%	%	%	%
<b>Industry Experts</b>	50	48	56	50
<b>Motivational</b>	33	36	40	26
<b>Celeb./Entertainers</b>	15	12	20	16
<b>Development/Training</b>	8	8	8	8
<b>Educational</b>	7	1	20	4
<b>Health</b>	3	5	--	2
<b>Mgt/Leadership</b>	3	3	4	2
<b>Social Issues</b>	2	--	4	4
<b>Political</b>	--	--	--	--
<b>All others (&lt;1% each)</b>	1	--	4	6
<b>None</b>	21	21	8	26

All sectors show a similar frequency of paying industry experts.

However, associations are far less likely to hire paid motivational speakers, while the education sector is more likely to hire paid education speakers.

Among education planners, only 8% indicate that they have not hired any paid speakers. This is significantly lower than the other two sectors.

Question: Which of the following types of paid speakers have you hired over the past 12 months? (READ LIST– MULTIPLE RESPONSES)

# Usage of Un-Paid Speakers By Sector

	TOTAL	Corp.	Educat.	Assoc.
	%	%	%	%
<b>Industry Experts</b>	59	42	52	68
<b>Motivational</b>	19	12	24	22
<b>Celeb./Entertainers</b>	10	4	12	16
<b>Development/Training</b>	3	4	4	--
<b>Educational</b>	4	1	16	2
<b>Health</b>	4	5	--	4
<b>Mgt/Leadership</b>	2	--	--	6
<b>Social Issues</b>	--	--	--	--
<b>Political</b>	3	1	4	6
<b>All others (&lt;1% each)</b>	3	4	4	2
<b>None</b>	24	32	24	12

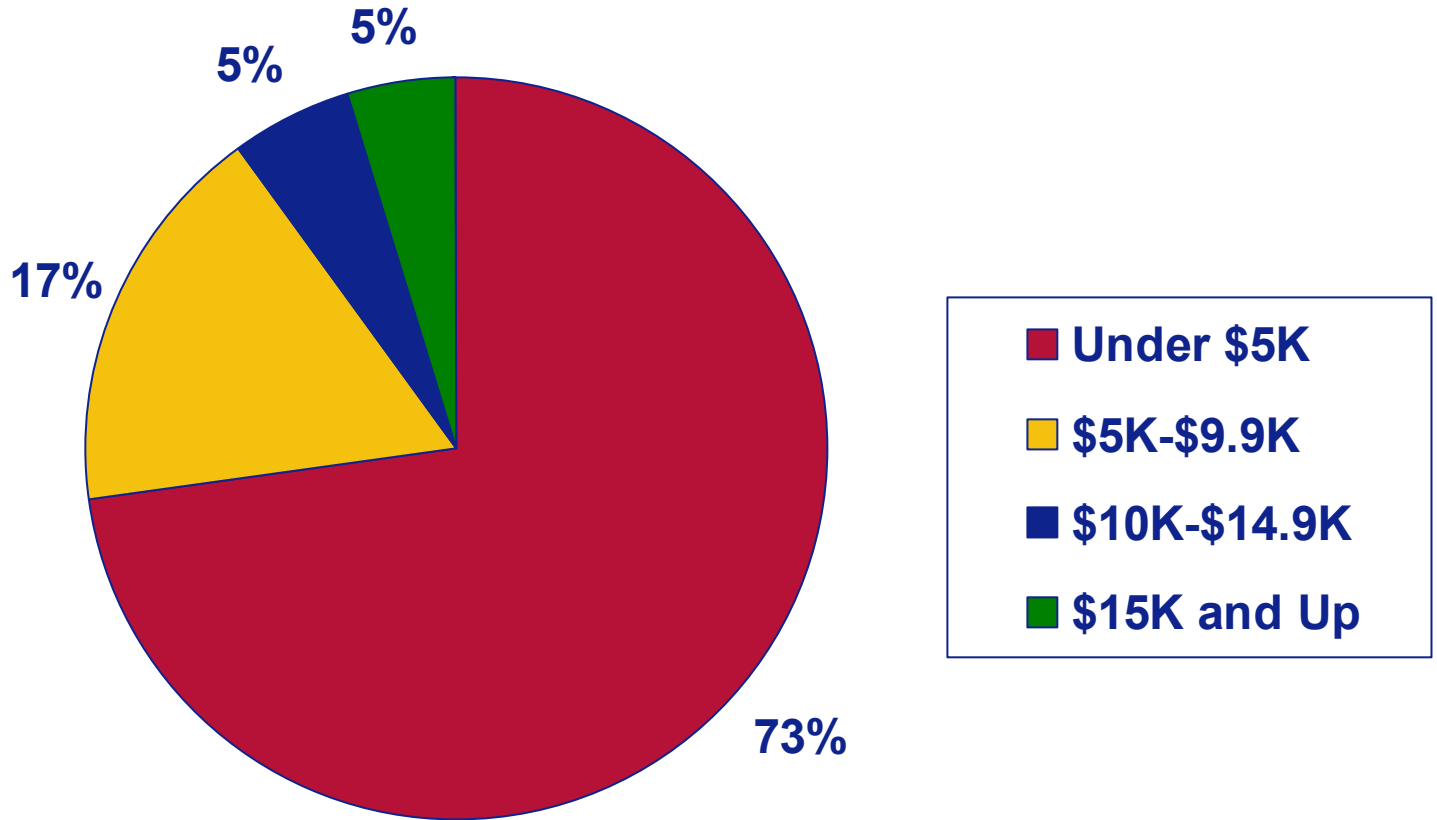
Associations are significantly more likely to bring in unpaid industry experts as speakers, while education planners are more likely to bring in unpaid education speakers.

The corporate sector is the least likely to use ANY unpaid speaker, with 32% saying they have brought in no unpaid speakers in the past year.

Question: *Which of the following types of unpaid speakers have you hired over the past 12 months? (READ LIST– MULTIPLE RESPONSES)*

# Fees Paid for Speakers In Past Year

The Voice of the Speaking Profession



# Paid Speaker Fees By Sector

	Total	Corp.	Educat	Assoc.
	%	%	%	%
<b>Under \$5000</b>	83	81	92	82
<b>\$5000 - \$9999</b>	20	17	16	26
<b>\$10,000 - \$14,999</b>	6	4	12	6
<b>\$15,000 &amp; Up</b>	5	3	12	6
<b>Refused</b>	5	5	--	6
<b>Mean</b>	\$4593	\$4082	\$5378	\$4833

Education planners show a dual pattern in fees: they are most likely to pay less than \$5000 for a speaker, but they are also most likely to pay more than \$10,000. This latter fact makes their average fee higher than the other sectors.

In addition, some corporate and association planners would not answer this question. When combined with the findings that corporate planners do not use unpaid speakers, it is possible that some very high fees were not captured for the corporate sectors.

Question: *Which of the following categories includes the individual speaker fees that you have paid over the past 12 months? (READ LIST - MULTIPLE RESPONSES)*

# Reasons for Using Speakers (Paid or Unpaid)

	TOTAL	Corp.	Educat.	Assoc.
	%	%	%	%
<b>Education</b>	43	35	52	52
<b>Training</b>	33	37	24	32
<b>Motivation</b>	22	23	36	14
<b>Entertainment</b>	8	5	8	12
<b>Need Outside Experts</b>	8	7	12	8
<b>Facilitation</b>	7	9	--	6
<b>Event Kickoff</b>	4	1	8	6
<b>Health</b>	3	4	--	2
<b>Fundraising</b>	3	4	--	2
<b>Federal Mandates</b>	2	3	4	--

The most common reasons for using speakers parallel the most frequent kinds of speakers that are used.

However, some additional reasons were reported: a need for special expertise; a speaker to facilitate a specific process; or a speaker to mark a special event of some type.

Question: *What are the reasons you hired a speaker for your meetings or other events over the past 12 months? (OPEN END - MULTIPLE RESPONSES)*



# Speaker Topics (Paid or Unpaid)

	TOTAL %	Corp %	Educat %	Assoc %
Performance Improve.	27	31	20	26
Motivation	17	23	4	16
Leadership	13	11	16	14
Management	11	9	4	18
Cust. Service	11	13	8	8
Sales	9	12	4	8
Health Topics	9	11	--	10
Inspiration	8	7	16	6
Gov. Issues	7	4	8	10
Change	6	8	4	4
Technical	5	5	--	8
Entertainment	5	3	8	6
Vol. Work	5	1	--	12
Sex Harass/Ethics	5	4	4	6
Diversity	4	--	8	8
Industry Trends	3	4	--	2
Economic Issues	2	--	--	6

Performance enhancement is the most frequent speaker topic, being especially common among the corporate sector.

The corporate sector is also more interested than other sectors in customer service and sales topics.

In addition to performance, the education sector seems especially interested in leadership and inspiration topics.

In contrast, association planners are more interested in management issues, and volunteer work.

Question: *What were the topics of the speakers you hired over the past 12 months? (OPEN END - MULTIPLE RESPONSES)*