Top 10 Qualities of a Great Keynote Speaker

Choosing the right keynote speaker is a crucial part of any conference or meeting. The speaker you choose must have all the right qualities to inspire the audience. But what are those qualities? Some may seem obvious, but some are not. A truly great keynote speaker will possess:

1. Pleasant speaking voice
2. Charismatic personality with a sense of humor
3. Great anecdotes (storytelling)
4. Intimate knowledge of the topic
5. Understanding of the audience
6. Ability to get and keep the audience’s interest
7. Proven business strategies and tips
8. Capacity to inspire and boost morale
9. New and captivating ideas
10. Knack for using catch phrases to communicate complex ideas

Common mistakes when choosing a keynote speaker include:

- Assuming the author of a book will also be a good speaker
- Not auditioning potential speakers over the phone
- Failing to ensure they have a deep understanding of the topic
- Choosing a speaker you don’t like simply because they are renowned
- Not checking the speaker’s business background
- Picking a speaker that doesn’t listen well
- Letting the speaker insist on his/her own topics of discussion rather than yours

Don’t fall into these common traps! The keynote speaker you choose will set the tone for your entire event, so be sure to choose wisely.