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Key Steps for Launching a Speakers Bureau

There's a lot more to launching a speakers bureau than building a slide deck, contracting some key thought leaders, and inviting some healthcare professionals to listen to your program. Make sure you consider these key steps when starting your project.

1

PLAN

Make sure all project stakeholders are included in the planning process. Overlooking an important contributor (e.g., compliance) can cause major delays later on and doom your speakers bureau to mediocrity.



2

CREATE

Engaging content and appealing visuals can enhance the effectiveness of your meetings for both speakers and attendees. Understand your message and develop a strategy to deliver it successfully.



3

EDUCATE

Know your speakers and know your audience. Then develop the right audience content, and the training program that will equip your speakers with the tools they need to convey your important message.



4

CONNECT

Keep your constituents – sales team, speakers, stakeholders, and audience – up to date on your plans and your progress. Provide opportunities to test your ideas with them through the process.



5

DEPLOY

Launch your speakers bureau with programs already in place, and continue to market your bureau. Ensure that your top KOLs are engaged to deliver your message to key audiences.



With a good plan and the right project team, you can launch your speakers bureau quickly and effectively. The investment in preparation will ensure that you get the most out of your speakers bureau