

SPEAKER FEATURE

More Than a Fee:

THE TRUE ACCOUNTABILITY
OF A SPEAKER

PETER BRANDL

It has already been a while since the GSS-Summit but looking back on being on stage in front of so many of you, still brings a smile on my face.

I spoke about our responsibility as speakers, or should I say accountability?

Just imagine the cost of an average conference, let's say with 400 participants. Consider the cost for accommodation, the salary of the participants, travel costs, expenses for the venues, ect. And now compare it to your speaking fee. Would you agree that your fee is less, than the price of the cookies at the coffee break?

But this is not about justifying our fees. It is about something much more important: As speakers we are only responsible for a very small portion of the cost – but we have a tremendous responsibility for the success of the event. If we do not perform with our opening or closing keynotes, the whole even could become a disaster.

And that is why we should consider a simple question every event planer is going to ask him or herself: Can I trust this guy?



And we should have a very good and trustworthy answer.

You may remember that my second job is being a pilot. When you ask me, what responsibility or accountability means to me, my answer would be: If your speech would be an aircraft – would you let your kids fly with it?

If you are not sure, you know your homework 😊

If your speech would be an aircraft – would you let your kids fly with it?



What I hope stays with you

As speakers we have a very big responsibility – and we should hold ourselves accountable for it.

Beyond the stage

I am one of these lucky guys that made a living out of their hobbies- telling stories and flying planes.

Maybe it sounds boring but off the stage I am doing almost the same as on stage.

Only that off stage I do it together with my significant other.

