



THE  
SPEAKERS FIRM™

OUR VOICE, DRIVING EXPONENTIAL GROWTH

#IamTheSpeakersFirm

[www.thespeakersfirm.co.za](http://www.thespeakersfirm.co.za)

## TALENT AQUISITION

Overview on the criteria and  
vetting process of Speakers

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### DISCLAIMER

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# COMPANY PROFILE

**The SpeakersFIRM™** is a property of Empoworx Events and Communications, one of the largest black owned and managed companies in the South African creative industry. The SpeakersFIRM™ represents a diverse pool of thought engineers who are committed to crafting relevant, insightful and cutting-edge content that is specifically tailored for your audience.

We represent influential and inspirational speakers who are best placed to lead thoughtprovoking conversations focused on trends, disruption, technology and innovation, media, reputation management and branding-building, leadership, culture and creative strategy, corporate governance, politics and economics.

**We represent specialists with a wealth of knowledge and experience, who are professional Keynote Orators, Moderators, MCs, Facilitators, Academics, Coaches and Consultants. Our pool of exceptional speakers include Nobel Laureates, best-selling authors, CEOs and executives of multi-national corporations, internationally acclaimed thought Leaders, Entrepreneurs, Celebrities, Comedians and Economists.**

Why don't you learn the art of delegation, as event organizers you can be assured that we would be the one item ticked off on your to-do-list. Mandate us in carrying out all of your logical and administrative requirements pertaining to Speakers, Facilitators, Moderators, Comedians, MC's to name a few.

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# CRITERIA FOR NEW SPEAKERS

When acquiring new Speakers (Talent), it is important that he/she is aligned with our brand and its offerings as stated below;

***“We are a Firm that represents high ranking thought leaders and conversation starters whose perspectives inspire purposeful change.”***

Thus meaning, the Speaker should be a Master within his/her field of expertise, has passion and purpose driven content/context to communicate effectively via all mediums. Your message and conversation starter should cause others to be convinced, not just because of force but from reasoning and welcoming an open dialogue. What would the ‘call to action’ be after your engagement? What is unique about your message or cause? What is our narrative?

**The SpeakersFIRM™** considers new Speakers who have spoken at an average of two (2) Corporate engagements monthly, over the past 12 months. New Speakers to be represented by The SpeakersFIRM™ have a minimum of five (5) years professional speaking experience at a Corporate level. The Speaker should hold the following qualities but not limited to:

- Introspection & Self Awareness
- Has mastered the art of engaging with the audience; watching for feedback & adapting to it
- Organize his/her material in the most effective manner to attain the purpose.
- The use of effective language
- Little to no use for reading. Minimal scripting

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# REPRESENTATION TERMS OF ENGAGEMENT

You would be entering into an arrangement wherein we would be able to represent you for future speaking opportunities – subject to the representation terms below:

Our representation terms are as follows:

- a) It is a non-exclusive arrangement;
- b) A fee will be negotiated for each engagement, payable after delivery;
- c) The Speaker shall position him/herself as presenting under the Speakers Firm banner and no other entity shall be promoted at the engagement.
- d) Each presentation slide used at any presentation will include the primary logo of the client and the secondary logo of The SpeakersFIRM™. We will provide an opening and closing slide to be added to your presentation;
- e) The Speaker shall share the Speakers Firm contact details, in response to any inquiries made at the event.
- f) We will appreciate that you share your co-ordinated engagement (TheSpeakersFIRM™) on social networks and tag our relevant social networks account; and
- g) We would appreciate your availability for interviews designed to generate further engagements.

We are not a booking agency. Thus meaning we do not solely create/seek job opportunities or speaking engagements for you exclusively. We will represent and present all of our Speakers whom fits a particular event brief or Speaking Engagement. It is then up to the Client who their Speaker of choice would be unless the Client has requested for you directly.

We have an unbiased approach to all of our Speakers who we propose for the Client/s to review. The SpeakersFIRM™ is proud of the diverse pool of Speakers it represents; each and every one is a thought leader within his/her field.

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# REPRESENTATION TERMS OF ENGAGEMENT

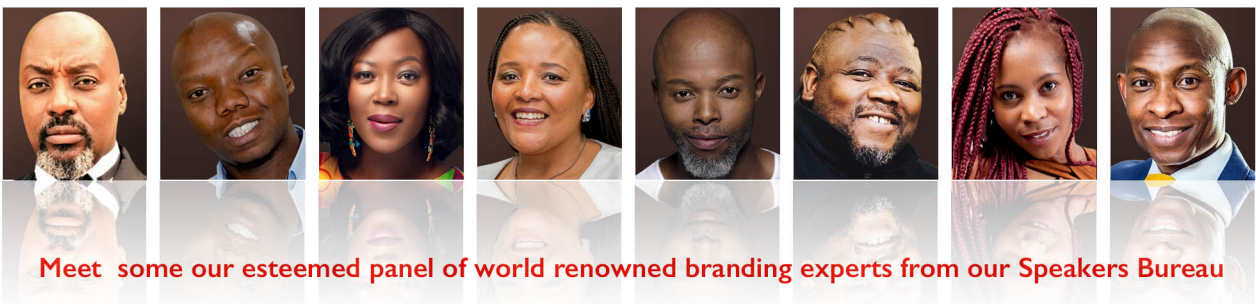
When you represent us at these Speaking Engagements, we would like for you to leave the audience and the Client not only seeing but feeling that we are indeed a Premium, Relevant, Credible Firm because this is the visible message we communicate throughout all of our platforms.

Our Firm has personality and so do our Speakers and the way there message gets delivered to the audience whom seeks "Something Different, Something Relevant from someone Credible with a Premium service like from The SpeakersFIRM™.

**Kindly view below a synopsis from the Speakers Matrix when conducting a speaking engagement on behalf of The SpeakersFIRM™.**

<b>CONFIDENTIALITY CLAUSE</b>	All correspondences and the contents thereof made between <b>The SpeakersFIRM™</b> and the client and/or all correspondences made between the Speaker and The SpeakersFIRM™ shall and remains confidential
<b>TERMS OF ENGAGEMENT</b>	<ol style="list-style-type: none"><li>1. The Speaker shall position him/herself as presenting under theSpeakersFIRM™ banner and no other entity shall be promoted at the engagement.</li><li>2. Each presentation slide will include the primary logo of the client and the secondary logo of <b>The SpeakersFIRM™</b>. We will provide an opening andclosing slide to be added to your presentation;</li><li>3. The Speaker shall share <b>The SpeakersFIRM™</b> contact details, in response to any enquiries made at the event.</li></ol>
<b>BRANDING</b>	Only <b>The SpeakersFIRM™</b> branding will be displayed and distributed during the event
<b>DRESS CODE</b>	<b>The SpeakersFIRM™</b> is a brand therefore we request that all of our Speakers dress accordingly and is well groomed at all times.

**SPEAKER RATE : Kindly indicate your base rate for speaking engagements**



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# PORTFOLIO OF EVIDENCE

We have also noted that Clients often request for more information on our Speakers before making any bookings. To ensure that we aptly present you to potential clients, we will include you on our website, one of the avenues used by clients to make bookings. Be sure to include your passion projects, interests and platforms you are passionate about.

For we too have found that not only do clients select a profile/Speaker because of his or her expertise but also because of the competitive edge and perspective they offer. Something unique, a common interest and alignment with their Company brand; a solution to their need.

i.e. If you specialise in Human Resources however you are passionate about gender based violence, youth development and/or has a major in French and/or have an interesting life testimonial to share.

\* supporting content to prove this platform does assist.

## **TO BE SUMMITED**

For us to effectively create opportunities, kindly provide us with the following:

- a) Video material (interviews and footage while giving a talk)
- b) Articles written and published on leading newspapers and magazines
- c) Testimonials from clients
- d) High resolution pictures at speaking engagements and pictures at events (not more than 10 pictures)
- e) Books written or to be launched (pictures of book covers)
- f) Notifications of upcoming speaking engagements
- g) An updated profile (if any)
- h) Your technical, dietary and hospitality requirements



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The Speakers Firm™ is one of South Africa's largest talent firms, representing the country's leading thought engineers including but not limited to professional keynote orators, facilitators, academics, coaches, consultants, inspirational speakers, influencers, best-selling authors, CEOs and executives of multi-national corporations, internationally acclaimed thought leaders, entrepreneurs, celebrities, comedians, economists and analysts.



FACILITATORS « MCS « COMEDIANS « KEYNOTE SPEAKERS « INFLUENCERS « THOUGHT LEADERS

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