

No room for expensive speakers, says report

The conference industry cannot sustain fat commissions to people who add little or no value. That's according to Roy Sheppard, author of 'Even Pimps Don't Earn This Much: a report for event and conference organisers'.

Sheppard's report focuses primarily on booking 'on-stage' talent – one of the more expensive and visible elements that determine the suc-

cess or failure of an event.

Sheppard said: "Any finance director under pressure from board directors or shareholders to cut costs can instantly improve their company's bottom line by cancelling events. At a stroke of the pen, savings of anything from £30,000 to over £150,000 for each event can be made.

"In-company and agency event managers are therefore

under increasing pressure to demand more for less – sometimes much more, for much less."

Even experienced event organisers have 'holes' in their knowledge about the true costs of hiring on-stage expertise and entertainment, Sheppard said.

A full report on this issue will be published in the next issue of M&IT.