



Article Side

A good Keynote Speaker should be able to set the tone for the whole event. by [Mary Porter](#)

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What is the purpose of a keynote speaker?

The role of a keynote speaker is to set off the proceedings onto the course that it was intended to go on. The general theme of the event, whether it is a conference or an awards ceremony should be kicked off with the first few minutes from the keynote speaker. It is very important that any event is begun in the right way as it sets a positive tone that will hopefully be carried on with the subsequent speakers. The initial speech should be able to sum up what the event is all about and what the participants can expect in the following minutes, hours or even days. Humour or expertise may be used by the keynote speaker or in many cases a combination of both depending on the circumstances.

What attributes should you look for in a keynote speaker?

There will probably be many speeches from different people throughout the event that will have varying degrees of success depending on the content of what is delivered and the confidence of the speaker. It is imperative however that the keynote speaker is confident as well as knowledgeable. This role cannot be taken lightly and the person who undertakes such an arduous task should be well prepared as well as experienced. It is often the case that some humour is injected into the event by the keynote speaker which can be important in lightening the mood and helping people to feel at ease.

Where is a good place to find a keynote speaker?

When it comes to business events it can often be difficult to find someone who has the confidence of a person from the world of entertainment, with the knowledge of someone from the world of business. One such person that has a huge amount of experience in both fields is called Jeremy Fletcher. He is incredibly entertaining due to his years in the entertainment industry, but he also exudes a lot of confidence from his years of expertise in business world. This makes him an incredibly rare commodity due to his experience in both fields and it also makes him the perfect Guest Speakers for any occasion. You can find out all about him at www.jeremyfletchermc.com.

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