

20 SPEAKING
24 INDUSTRY
BENCHMARK
REPORT



An inside look at the speaking industry

It's no secret that the event industry is constantly evolving. Sometimes the changes are massive shifts that seem to happen all at once, but more often, our industry is going through smaller, incremental changes thanks to emerging technologies and new audience preferences.

Event organizers and speakers are able to thrive in the midst of these changes because of their ability to pivot and adapt. At AAE Speakers Bureau, we get a front row seat to how our clients turn challenges into opportunities to improve their process and elevate attendee experience.

In this 2024 Speaking Industry Benchmark Report, our third annual installment of this report, you'll find insider knowledge from event organizers and keynote speakers on the entire event planning process – from choosing a speaker to orchestrating an unforgettable event experience – as well as predictions and reflections on what lies ahead for our industry.

"This 2024 Speaking Industry Benchmark Report, while purely a prediction, gives us all a clearer look at the months ahead, opening the door to better informed, data-driven decisions. Thanks to the hundreds of participants who shared their insights, we are in a better position to create dynamic event experiences for attendees in 2024."

– Greg Friedlander, CEO and Founder, AAE Speakers Bureau

82% Are planning the **same amount or more events in 2024**

In our 2024 survey of event organizers, just 18.24% of respondents said they are planning fewer events this year. **81.76% told us they're planning the same amount or more in 2024.**

Leadership and motivation: the top speaking topic in 2024 **40%**

Leadership and motivation (**40.29%**) is the number one speaking topic that event organizers are prioritizing this year, **followed by DEI (37.65%) and AI (36.18%).**

78% Events planned to be **in-person**

On average, **78.49% of events planned** by our respondents in 2024 will be in-person. In 2023, that percentage was 69.31%, demonstrating the return to in-person events has arrived.

Event organizers in 2024 want **audience engagement** **67%**

Event organizers want a **speaker who can engage their audience (66.76%)**, provide an educational factor (49.12%), and allow them to stay within their budget (40.59%).

70% Speakers want **relevant topics for their bookings**

Keynote speakers are looking for **events that are relevant to their expertise (70.37%)**, pay them their ideal speaking fee (62.43%), and align with their values (41.27%).

Percentage of event organizers who are **embracing AI in 2024** **43%**

42.65% of event organizers use AI in their role, with 88.28% of those indicating that they use **ChatGPT**. The most common task they are using AI to assist with is **generating event descriptions.**

We surveyed 718 event industry professionals.

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Event Organizers

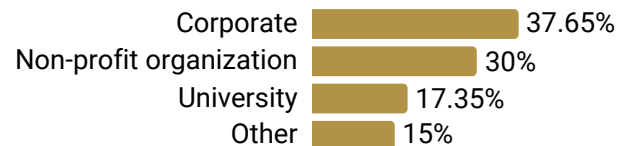


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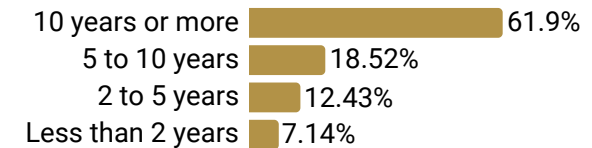
Keynote Speakers



What kinds of events do they plan?



How many years of speaking experience?





AAE Speakers Bureau is a full-service speakers bureau and talent agency that exclusively represents the interests of meeting and event professionals to select, book and execute events with keynote speakers and entertainment to leave a lasting impact on their audiences. We work tirelessly for event professionals as their centralized, trusted, and impartial partner in the talent booking process.

With our expansive industry experience and exceptional customer support, AAE has connected more than 10,000 events with their perfect speaker, host, celebrity, or performer since 2002. We have booked over \$300M of celebrity talent on behalf of thousands of the most respected companies and organizations in the world.

If you have any questions related to this report, please contact Jennifer Best or Evan Owens at jennifer@aaehq.com and evan@aaehq.com, respectively.

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