

Talent FAQ



Welcome to All American Entertainment (AAE) Speakers Bureau. Since 2002, we've proudly booked speakers, entertainers, musicians, and celebrities for thousands of events. We welcome you to team up with AAE and get your message shared with audiences around the world.

At AAE, What We Do Makes a Difference.

All American Entertainment is a full-service speakers bureau and talent booking agency. We specialize in representing meeting and event professionals to help secure celebrities and influential voices for their speaking events worldwide. As **we do not represent any talent exclusively**, we have levelled the playing field in the entertainment industry. We recommend talent to our clients based on relevance, experience, and ratings, not from a pre-existing contractual obligation to do so. **Our objective approach and commitment to customer experience is why 97% of our clients would recommend us to a colleague.** Having a profile on our site and/or being featured on our popular talent lists allows you to become part of one of the largest speaker directories in the world, benefit from our agency's Google rankings, and increase your visibility online.

“The AAE team pays attention to every single detail so I can truly focus on my presentation. They truly provide a best-in-class service experience.”

Scott Hamilton

Olympic Gold Medalist, Cancer Survivor
& Bestselling Author

Managing Your AAE Profile

If you've discovered a profile on our site, there are a few great reasons that may have happened:

- You've requested to be added to our extensive database of talent.
- One of our clients could have been interested in you in the past, and our sales team created a profile for you for reference, but the event did not move forward.
- Our marketing team noticed you from a conference and thought you would be a good fit for our clients.
- We have worked with you previously or booked a past event with you.

If you're not currently on our website and you would like to be added, please [click here](#).

FREQUENTLY ASKED QUESTIONS

Q: What kinds of clients and events does AAE work with?

A: AAE works with a variety of corporate clients across all industries, including many Fortune 500 companies. We also work with professional associations, colleges, and universities. The types of events for which we book speakers or appearances can include conferences, company sales kick-offs, association meetings, lecture series, and holiday parties. We have many repeat clients who book events with us year after year.

Q: After my profile is created, what's the next step?

A: Should our agents have a client who is interested in booking you, we will reach out to you with a formal offer containing the event details for you to review. Should the event move forward, we have an in-house contract team as well as an in-house logistics team to assist you from start to finish. In the meantime, you are more than welcome to send us updates on what you are doing and provide any profile changes you wish to make.

Q: What are your fees for having me on your site?

A: There are no fees associated with being featured on our site or working with us. Being featured on our site is essentially free marketing and gives you free exposure to our client base who browse the site frequently. We like to have a large variety of speakers available to our clients to ensure that we always have a qualified speaker in whatever category and price range they are interested in.

Q: Does being on your website mean you represent me?

A: We represent the organizations, associations, and universities in the talent booking process. We do not represent talent.

Q: My fees are flexible so I don't like to be tied to a certain range, what should I do?

A: We understand that speaker fees are flexible and can change over time. We always let our clients know that the fees they see on the site are a rough estimate and are not set in stone. We do strongly encourage that you provide us with an estimated fee range. This will allow our agents to present you to our clients more successfully. We can switch your fees to "please contact" if that would make you more comfortable, so please let us know.

Q: Can I work with other agencies/bureaus?

A: You are more than welcome to work with other bureaus or agencies. We do not represent talent and we do not tie talent to an exclusive contract with us. Working with us is beneficial to you because we increase your exposure to potential clients. We often work with other agencies who are amenable to partnering with us. Some more exclusive agencies limit their talent from taking events from other bureaus, so this is an important point to confirm before you sign with any agency or bureau.

Our clients include:



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



facebook



FREQUENTLY ASKED QUESTIONS (CONT.)

Q: Do you market me to your clients?

A: Due to the volume of talent we include on our site, we cannot promise to actively promote all talent. However, having a profile on our site allows talent to become part of one of the largest online speaker directories in the world, as well as part of our ongoing client communications programs. You benefit from our agency's Google rankings and ad programs, and you can be included in curated lists and proposals, which will significantly increase your online exposure and visibility. If a client asks for you specifically, or if our experienced booking agents think you would be a great fit for one of our clients' events, we would directly recommend you to our client.

Q: What are the different ways you promote me?

A: In addition to appearing on our search-friendly website, our marketing team develops a number of promotional campaigns throughout the year. They create talent recommendation lists on trending topics. They also promote talent through email, blog posts, and social media. Be sure to follow AAE on social media channels and help us promote your work with us! While we cannot guarantee inclusion in any specific marketing campaign, we do work very hard to get your profile noticed by our event professional clients.

Q: In your opinion, how often is someone like me booked and for what kind of events? What would your agents pitch me for?

A: It is hard to say exactly how often someone is going to be booked, because our clients are so diversified. Our bookings depend on our clients' event needs. Because we do not represent any talent exclusively, the rate in which you are pitched is directly tied to the amount of inquiries we receive in your field, as well as factors such as client budget. That said, having a unique presentation style or addressing a niche topic helps to stay top of mind for more specific client requests.

Q: Why aren't all my videos and topics showing on the site?

A: We can display up to 6 videos and 5 speaking topics on our site. We have the remaining information saved internally for our agents, but we do have a limit on our external site. If you wish to include more topics, consider grouping your topics together and then listing your presentation themes under each topic. Should we have a client interested in seeing your full scope of work, we can send it to them directly. If you would like new videos or topics to replace others, please send an update to talent@aaehq.com.

Q: When should I check in with you?

A: Please contact us at talent@aaehq.com following a significant change, such as a new job, new management, or a change in contact information. Also feel free to notify us about an upcoming book release, new speaking topics, videos, or press coverage, so we can keep your profile up-to-date.

Q: How do I make updates to my profile?

A: Feel free to send important profile updates to talent@aaehq.com.



As Seen In:

Forbes Inc.

Entrepreneur

TRIANGLE BUSINESS JOURNAL



Authority Magazine

THRIVE GLOBAL

3

Welcome! We're glad you're here and look forward to working together.

For additional questions, please contact us at talent@aaehq.com.

Contact Us: talent@aaehq.com allamericanspeakers.com 1.800.698.2536