



Most speaker outreach fails for one simple reason: it's focused on the speaker instead of the client.

Event professionals aren't looking for another keynote. They're looking for solutions to challenges they're facing right now. The most effective outreach doesn't begin with your bio, your accomplishments, or your speaker reel. It begins with curiosity, relevance, and a genuine understanding of their world.

The email introductions in this guide are designed to start conversations, not sales pitches. Use them as inspiration, personalize them to your voice, and remember: the goal isn't to get booked from an email. The goal is to earn a reply.

Because conversations build relationships, relationships build trust, and trust is what ultimately gets speakers hired.

1. The Audience Engagement Intro

Hi Sarah,

One trend I've been hearing consistently from event professionals lately is that audience expectations have changed dramatically over the last few years. Attention spans are shorter, engagement is harder, and traditional keynote formats aren't landing the way they once did.

Curious if you're seeing the same thing at your events?

2. The Industry Observation Intro

Hi Sarah,

I've been having some fascinating conversations with association leaders recently about the challenge of keeping members engaged both during and after events.

I'm curious what trends you're seeing within your own audience this year.

3. The "What Are You Seeing?" Intro

Hi Sarah,

I've noticed that many organizations are navigating some combination of AI disruption, workforce fatigue, and rapid change right now.

Out of curiosity, what's the biggest challenge your attendees are talking about this year?

4. The Conference Trend Intro

Hi Sarah,

After attending several conferences this year, I've noticed a growing shift toward experiences that create participation rather than passive learning.

I'm wondering if that's a conversation happening within your organization as well.

5. The Curiosity Intro

Hi Sarah,

Quick question.

If you could wave a magic wand and solve one challenge for your audience this year, what would it be?

6. The Research Intro

Hi Sarah,

I've been interviewing event professionals recently and one topic keeps coming up: creating memorable attendee experiences in a world where people are more distracted than ever.

Has that become a bigger focus for your team as well?

7. The "I'm Hearing This Everywhere" Intro

Hi Sarah,

One thing I'm hearing almost everywhere I go right now is that organizations are working harder than ever to create connection, culture, and engagement.

Curious if that's showing up in conversations with your attendees too.

8. The Leadership Trend Intro

Hi Sarah,

It seems like leadership has become significantly more challenging over the last five years as employee expectations continue to evolve.

Is leadership development still a major priority for your audience this year?

9. The Contrarian Intro

Hi Sarah,

The more conferences I attend, the more convinced I become that information isn't the problem anymore.

Implementation is.

Are you seeing that challenge with your attendees as well?

10. The Softest Intro of All

Hi Sarah,

Not sure if this is relevant, but I've been having some really interesting conversations with event leaders about how audience expectations are changing and what that means for conferences moving forward.

If it's something you're exploring as well, I'd love to compare notes.