



Qualified accountant and commercial finance director Michael Pay captivated delegates with his predictions for the future of the economy, says Vivid Event Group's Rachel Hepburn

Event: Financial industry directors' conference for an international bank
Price band of speaker: £10k-£15k
Topics covered and specialities: A futurist speaker who focused on the business and economic landscape in 20 years' time, tailored to the client's current status.

What do you look for when booking a speaker?

Someone who is engaging and entertaining. We are thorough with our research to ensure the client's expectations are met fully.

Why was this speaker chosen for this event?

The last session of day one of a conference/seminar needs to be uplifting in order to reinvigorate the audience. This speaker was chosen specifically to blend technology with fictional stories and case studies.

What was the focus of the speech?

By thinking long-term when planning business strategy, you can deliver results.

How did the speaker engage with the audience, and how did delegates react to content?

Michael was humorous and used futuristic gadgets to engage with delegates. Props included a pre-recorded memo to himself played out on a big screen, and another scene included taking phone calls from implanted technology within his hand, to encourage innovative thinking.

How did you rate its delivery and suitability for the audience?

It was a huge success and positively received by all who attended. Delegates were visibly energised as the speech encouraged them to move out of the present and into the future through comedy and thought-provoking delivery.

What was the highlight of the speech?

When Michael spoke to himself about his pre-recorded memo, which included personal reminders about his anniversary, probably raised the most laughter.

What was the client's opinion?

"Effective and engaging."

Why would you recommend this speaker for other events?

Entertaining people is a great way to engage with them. In this instance, visualisation was far more powerful for senior managers/directors than pie charts and predictive graphs.

Michael Pay is not a registered agency speaker but can be contacted via his profile at financial consultancy EMC
www.emcltd.co.uk/consultants/michael-pay-fca

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