

Checklist for Hiring an Event Storyteller

Hiring the perfect storyteller for your event can significantly impact your audience's overall experience. The right storyteller can captivate, entertain, and leave a lasting impression on your guests. To help you in this process, here is a checklist that outlines the key steps to consider when hiring an event storyteller:

Define the Purpose of Your Event:

Before starting the search for a storyteller, clarify the purpose of your event. Determine whether you want to entertain or educate your audience. This will help you find a storyteller who aligns with your event's desired tone and message.

Understand Your Audience:

Consider the demographics, interests, and values of your audience. Think about their age group, background, and common traits. This knowledge will guide you in finding a storyteller who can connect with and engage your specific audience.

Research and Assess Storytellers:

Conduct thorough research on potential storytellers. Read reviews, watch video clips, and assess their ability to captivate and inspire an audience. Look for storytellers who specialize in your type of event and whose storytelling style matches your event's purpose and audience.

Scrutinize Style and Expertise:

Consider the storytelling style and expertise of each potential candidate. Determine whether they lean towards comedic or dramatic storytelling, folktales, or personal stories. Ensure their strengths align with your event's purpose and audience to create a seamless and impactful experience.

Check Credentials and Client Reviews:

While credentials are important, don't solely rely on them. Look for client reviews and testimonials highlighting the storyteller's ability to engage audiences, adapt to different event tones, and collaborate effectively.

Conduct Interviews:

Narrow down your choices and conduct interviews with the top storytellers. Ask for video samples or see them perform live if possible. During the interview, discuss their experience, material, and comfort level with your audience size and age range. Assess their approach, personality, and how well they align with your event's intentions.

 Negotiate and Confirm Details:

Discuss fees, equipment needs, content, and the length of the performance with your chosen storyteller. Seek storytellers willing to tailor their stories to your event's themes. However, allow them creative freedom to ensure an authentic and engaging performance.

 Consider the Venue:

Evaluate the venue's capacity, lighting, and acoustics. Ensure the storyteller's style and performance requirements align with the venue's capabilities. Discuss the venue's sound setup and any available audiovisual equipment with the storyteller to ensure a seamless performance.

By following this checklist, you'll be well-prepared to find and hire the perfect event storyteller who will create a memorable and impactful experience for your audience. Remember, the right storyteller can bring your event to life and leave a lasting impression on everyone in attendance.