

Speaker comparison scorecard

Page 1: the brief, essential requirements and proposed scope. Compare up to three candidates; complete page 2 only after recording what is known.

Event / date: _____

Audience: _____

Learning objective: _____

Candidate	A	B	C
Speaker name	_____	_____	_____
Proposed session / format	_____ _____	_____ _____	_____ _____
Agency / contact	_____	_____	_____

Essential requirements: not scored

Write Met, Not met or Not yet verified (NYV). Record evidence and date. An unmet essential cannot be offset by a high preference rating.

Requirement	A: status / evidence	B: status / evidence	C: status / evidence
Date, time zone and availability	_____	_____	_____
Required access arrangements	_____	_____	_____
Required language / format	_____	_____	_____
Budget ceiling / other must-have	_____	_____	_____

Proposed total cost and scope

Cost / scope	A	B	C
Total / currency / quote date	_____	_____	_____
Included scope / expenses	_____ _____	_____ _____	_____ _____
Exclusions / rights / limits	_____ _____	_____ _____	_____ _____

Keep the full quote and supporting documents. Estimates, holds and unanswered inquiries are not confirmed bookings.

Compare evidence, not impressions

Page 2: scored preferences. Use 1–5 only when evidence supports a judgment. NYV = Not yet verified, a separate status, never zero.

Rating	Meaning
1 / 2	1: weak fit or substantial concerns. 2: partial fit with material gaps.
3 / 4 / 5	3: meets the brief. 4: strong fit with relevant evidence. 5: exceptional fit supported by specific evidence.

In every candidate cell, write a rating or NYV and an evidence reference (URL, recording timestamp, reference call or proposal section/date).

Preference / question	A: rating + evidence	B: rating + evidence	C: rating + evidence
Audience relevance	R: _____ _____	R: _____ _____	R: _____ _____
Specificity of takeaways	R: _____ _____	R: _____ _____	R: _____ _____
Speaking evidence: quality and relevance	R: _____ _____	R: _____ _____	R: _____ _____
Customization and preparation	R: _____ _____	R: _____ _____	R: _____ _____
Accessibility, language and format fit	R: _____ _____	R: _____ _____	R: _____ _____
Agency communication and support	R: _____ _____	R: _____ _____	R: _____ _____
Total cost and scope fit	R: _____ _____	R: _____ _____	R: _____ _____

Unanswered questions and next action

Candidate	Question / evidence still needed	Next action / owner / due date
A	_____	_____
B	_____	_____
C	_____	_____

Preferred option / reason: _____

Do not total away unknowns. Resolve important NYV items and unmet essentials first. This scorecard supports judgment; it is not a validated prediction of event success.

Need help building your speaker shortlist?

Explore Signal & Stage and tell us about your audience:

