

Top 11 Female Speakers for 2014

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Ruth Levine, founder of SpeakInc. Speakers bureau, recently released her list of the most popular female speakers for 2014. That prompted us to get in touch and ask her more about gender and the corporate speaker circuit.

MeetingsNet: Do you get requests specifically for female speakers?

Ruth Levine: We do get requests specifically for female speakers and meeting planners are often sheepish about the request because they don't want to seem as if they are being sexist or politically incorrect. Typically the requests come from groups where past speakers have been mostly male, and since their audiences are mixed, they want to have a female speaker to better represent both sexes. We also have meeting planners ask for ethnic speakers because of some of the ethnic minorities in their audience. There just are not that many ethnic speakers on the circuit. And for the ones who are out there, they prefer to be booked on their topic versus their race or ethnicity.

MN: Are there more male speakers in general than female speakers? Any changes in this breakdown that you are seeing?

RL: I have been in the industry for more than 25 years and the scales have always been tipped heavily with male speakers. I would say that for every female speaker on the circuit, there are at least 20 males. As a woman, I would like to say that this is changing and evolving such that there are more female speakers than in years past. Sadly, that is not the case.

MN: Is there any difference in the average fee for a female speaker versus a male speaker?

RL: No. When you break down speakers by category, topic, and level of expertise, it is an even playing field in terms of fees. I have yet to get a request for a female speaker because a planner thinks they will save money.

The Top 11



1. Robyn Benincasa – Adventurer Who Inspires

“Adventure racer” Robyn Benincasa inspires people to do amazing things: climb Mount Kilimanjaro, run their first triathlon, or start their own business.