



# Talent FAQ



Welcome to All American Entertainment (AAE) Speakers Bureau. Since 2002, we've proudly booked speakers, entertainers, musicians, and celebrities for thousands of events. We welcome you to team up with AAE and get your message shared with audiences around the world.

## At AAE, What We Do Makes a Difference.

All American Entertainment is a full-service speakers bureau and talent booking agency. As **we do not represent any talent exclusively**, we have leveled the playing field in the entertainment industry. We specialize in representing meeting planners and event professionals to help secure celebrities and influential voices for their speaking events worldwide. We recommend talent to our clients based on relevance, experience, and ratings, not from a pre-existing contractual obligation to do so. Our objective approach and **commitment to customer experience is why 98.7% of our clients would recommend us to a colleague**. A profile on our site, or a feature in our carefully curated talent lists, allows you to become part of one of the largest speaker directories in the world, benefit from our agency's Google rankings, and **increase your visibility online**.

## Managing Your AAE Profile

If you've discovered your profile on our site, there are a few great reasons that may have happened:

- We have previously worked with you on an event.
- You requested to be added to our extensive talent directory.
- Our team noticed you at a conference and thought you'd be a good fit for our clients.
- One of our clients expressed interest in you in the past. Our sales team created your profile for reference, but the event did not move forward.

If you're not currently on our website, but you would like to be added, please submit your speaker materials [here](#).

“ The AAE team pays attention to every single detail so I can truly focus on my presentation. They really provide a best-in-class service experience. ”

Scott Hamilton

Olympic Gold Medalist, Cancer Survivor & Bestselling Author

## FREQUENTLY ASKED QUESTIONS

### Q: What kinds of clients and events does AAE work with?

A: AAE works with a variety of corporate clients across all industries, including many Fortune 500 companies. We also work with professional associations, colleges, and universities. The types of events for which we book speakers include conferences, company sales kick-offs, association meetings, lecture series, and holiday parties. We have many repeat clients who book events with us year after year.

### Q: After my profile is created, what's the next step?

A: When our agents have a client interested in booking you, we will reach out to you with a formal offer containing the event details for you to review. Should the event move forward, we have an in-house contracts team as well as an in-house logistics team to assist you from start to finish. In the meantime, you are more than welcome to send us updates on what you are doing and provide any profile changes you wish to make.

### Q: What are your fees for having me on your site?

A: There are no fees associated with being featured on our site or working with AAE. A speaker profile on our site is essentially free marketing, giving you free exposure to our extensive client base who browse the site frequently. We offer our clients a large variety of qualified and experienced speakers across all categories, industries, and price ranges that might be of interest.

### Q: Does being on your website mean you represent me?

A: We represent the organizations, associations, and universities planning the event. **We do NOT represent talent.**

### Q: My fees are flexible, so I don't like to be tied to a certain range. What should I do?

A: We understand that speaker fees are flexible and can change over time. We always let our clients know that the fee ranges online are estimates and not set in stone. We do strongly encourage you to provide us with an estimated fee range. This will allow our agents to more accurately and successfully present you to our clients. If you are not comfortable listing your fees on the site, we can display "please contact" instead. Please note that you will not show up in any budget-based searches performed by website users.

### Q: Can I still work with other agencies and bureaus?

A: Working with AAE does not rope you into an exclusive contract. You are more than welcome to work with other bureaus or agencies, while also booking events with us. In fact, we frequently partner with national and global agencies and management companies in the industry. Should you ever consider signing with an exclusive bureau, you may want to confirm they don't limit you from taking events from other agencies.

Follow AAE on social media and help us promote your work with us!



## Our clients include:



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL




## FREQUENTLY ASKED QUESTIONS

### Q: What are the different ways you promote me to your clients?

A: Due to the large number of speakers we include on our site, we cannot promise to actively promote all talent. However, having a profile on our site allows talent to become part of one of **the largest online speaker directories in the world**. You benefit from our website's Google rankings and ad programs, which will significantly increase your online exposure and visibility. In addition to our search-friendly website, our marketing team develops a number of promotional campaigns, including curated talent lists on trending topics, client emails, blog posts, and social media. While we cannot guarantee inclusion in any specific marketing campaign, we do work very hard to get your profile noticed by event professionals. If a client asks for you specifically, or if our experienced booking agents think you would be a great fit for one of our clients' events, we would directly recommend you to our client.

### Q: For what kind of events would your agents pitch me? And how often is someone like me booked?

A: It is hard to say exactly how often someone is going to be booked, because our clients are so diversified. Our bookings depend on our clients' event needs. Because we do not represent any talent exclusively, the rate at which you are pitched is directly tied to the amount of inquiries we receive in your field, as well as factors such as client budget. That said, having a unique presentation style and addressing a niche topic helps to stay top of mind for more specific client requests.

### Q: Someone is interested in booking me. Can I direct inquiries to AAE for your team to handle event qualification, contracts, and logistics?

A: Yes! Feel free to send potential clients our way. We are always happy to vet event opportunities and negotiate fees on your behalf. Our non-exclusive business relationship is designed to bring talent fully vetted opportunities with a respectful and mutually beneficial client budget. Once a lead is qualified as both a topic and budget match, one of our agents will contact you and/or your team. Please note that **we will NOT follow up with you on leads that our team does not deem viable.**

### Q: Why aren't all my videos and topics showing on the site?

A: We can display up to 6 videos and 5 speaking topics on our public site. The remaining information is stored in our internal database. If you wish to include more, consider grouping multiple presentations or themes under one topic. Should we have a client interested in seeing your full scope of work, we can send it to them directly.

### Q: When should I check in with you? And how do I make updates to my profile?

A: Please contact us following a significant change, such as a new job, new management, or a change in contact information. Also feel free to notify us about an upcoming book release, new speaking topics, videos, or important press coverage, so we can keep your profile up-to-date.

Submit your profile edits or additional materials through **our profile update form.**

As Seen In:

**Forbes Inc.**

Entrepreneur

TRIANGLE BUSINESS JOURNAL



Authority Magazine

THRIVE GLOBAL

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**Welcome! We're glad you're here and look forward to working together.**

For additional questions, please contact us at [talent@aaehq.com](mailto:talent@aaehq.com).

**CONTACT US:** [talent@aaehq.com](mailto:talent@aaehq.com) [allamericanspeakers.com](http://allamericanspeakers.com) 1.800.698.2536