

AS SEEN IN

Fortune | Forbes | Entrepreneur

**EXTRAORDINARY WOMEN IN BUSINESS
CEDAR RAPIDS/ DES MOINES**

The Motivational **MATCHMAKER**

Midwest Speakers Bureau
inspires lives, one speaking
engagement at a time.



When Angela Goble found a need in the Iowa market for a motivational speakers' agency, she did her research and created Midwest Speakers Bureau. Early success with local speakers quickly multiplied, as impressed clients referred her to other speakers and event planners. Before long, talent throughout the Midwest began to see Goble as a critical connection in the industry.

Now 25 years strong, the bureau works with clients ranging from local organizations hosting community events to corporations spending \$100,000 for celebrity guests. No matter the size of the gathering or industry, Goble believes that the right narrative can instill meaning.

"Everyone has a story," says Goble, president. "Our professional speakers have perfected the art of delivering that story in a way that connects with everyone in the audience as if they were speaking directly to them. They can motivate and inspire employees or simply make people laugh and feel that they aren't alone."

FACILITATING INSPIRATION

With a diverse roster of talent, Goble excels at finding the perfect match between speaker, event, and audience. "Not all audiences respond well to the same message or delivery," she explains. "I try to get as much information from the client as I can before the event, then go through our database to narrow the selection down to the top five candidates for them to pick from."

To ensure the match will work, she gets to know

AUG 2023
**SPEAKERS
SHOWCASE**

Midwest Speakers Bureau hosts an annual Speakers Showcase every August to introduce some of its best talent.

Designed to expose meeting planners to speakers from a variety of backgrounds, the event features 14 speakers each giving shortened segments of their routine in front of a live audience. It's a great way for a meeting planner to evaluate the speaker in front of a live audience of their peers.

the strengths of each of her speakers, watching them at engagements whenever she has a chance.

"When I go to an event, I study the audience as much as the speaker," says Goble. "I want to see if they're shaking their heads, laughing, or tearing up. It's important for me to watch them in front of multiple audiences to get an idea of who they best connect with. Someone might be great with an insurance industry audience but will receive a different reaction from a blue-collar crowd."

Equally important as sharing their story is the time speakers take after the engagement to meet with audience members moved by their story.

"You know the speaker connected with the audience when you see people waiting to meet them afterwards," Goble shares. "To me, this is the most important part. It's not just filling a time slot; it's reminding people that their life has value."

"As we celebrate our 25th anniversary, it is with great pride and joy that we have achieved this milestone," she continues. "We are appreciative of the relationships we have built along our journey. We look forward to continuing to provide speakers to truly inspire every audience."

Midwest
Speakers Bureau, Inc.

515-974-8305 | speakernow.com