

# Negotiating payment for speaking/writing engagements

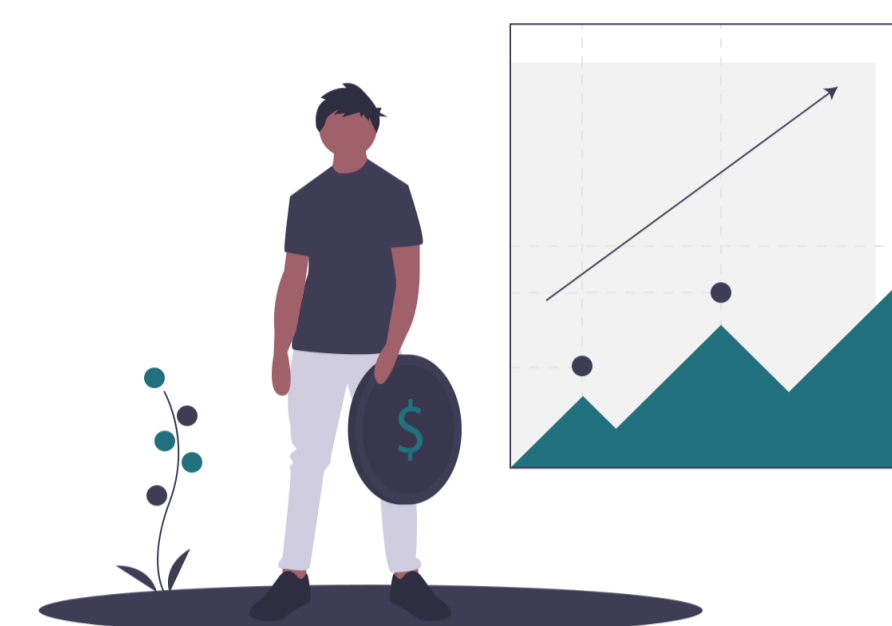
Amjad Ali shares advice for educators looking to engage with speaking and writing engagements.

## How can I approach the subject of pay when approached for work?

What is your budget and fee structure for this event/work?

Asking this allows your client to put their offer in first

Once you get an offer, negotiate based on your experience and expertise



## How can I decide what to charge?

Know your minimum acceptable rate- (MAR)

**(personal outgoings + business outgoings) / hours worked ) + tax**

Take into account whether you've worked for the organisation before - what did you charge then?

Consider similar work you've undertaken for other organisations

If it's an event, are they charging people to attend or be involved?

Is this is one-off interaction or ongoing? Is future work available?

Ask how and where the work will be used in order to ascertain the value of your involvement to the organisation. Will the slides be shared? Will the event be recorded? Will the content exist behind a paywall?



Remember you are NOT simply charging for the time of delivery or how many words you are being asked to write. You are charging because you are providing expertise that you have invested time and effort into developing up until now as well as any preparation time alongside delivery.

## A note for organisations on paying for expertise

Why do I want this person involved? Their experience, their expertise, their unique perspective...

What pay is suitable compensation for this person's time and input? £0 is not the answer. Even small organisations may be able to fund expenses,

Do I have equitable pay structures in place for all writers/speakers?



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