

*Hey **[insert name of potential speaker]***

*I'm holding a virtual conference on **[insert theme]** this **[insert precise dates]**. Having read your work in the past, I think you'd make a valuable addition.*

*More specifically, I was hoping you'd be interested in running a panel on **[insert topic you want the speaker to present]**. Your knowledge of the field would make an invaluable contribution to our attendees.*

*Overall, each presentation will be **[insert precise length of presentation]**, followed by a short Q&A. A moderator will be there to help keep things on track.*

*We will begin selling tickets **[insert the sales launch date]** for **[insert price of each ticket]**. We expect roughly **[give an estimate of how many attendees you expect]**. As such, we can compensate you **[X percentage]** of ticket sales for your presentation.*

*Once we have the exact number of speakers available, we will be creating an hourly schedule for the conference. So we ask all speakers to get back to us no later than **[insert cut-off date]**. If we don't hear back from guest speakers from that point, we'll assume they are unavailable though we would, of course, appreciate knowing further in advance.*

Thank you so much and, again, we really hope you can join us!

Sincerely,

[Your Name]

[Your website]