

MARKET REFERENCE

MENA Speaker Fee Benchmark Guide

A practical reference for planning speaker programmes across the region.

AT A GLANCE

**AED 5,000 to
150,000+**

Indicative gross fee ranges for keynote talks, panels, moderation and selected appearances.

04 SPEAKER TIERS

HOW TO USE THIS GUIDE

This guide is designed as a starting point for event teams, brands, associations and institutions budgeting for speakers in the MENA market. Actual fees vary by brief, timing, profile, market and commercial terms; use the ranges to frame an informed conversation, not as a fixed rate card.

Budget

Establish a realistic planning range early.

Brief

Match the speaker profile to the moment.

Fit

Prioritise relevance, not visibility alone.

Four speaker tiers

1

Emerging regional speakers

AED 5,000-15,000

Rising voices with a strong local or sector-specific perspective; often suited to panels, fireside conversations and focused workshops.

2

Established regional speakers

AED 15,000-40,000

Recognised Experts, executives, authors and moderators with a proven track record across the region.

3

International speakers

AED 40,000-150,000

Globally recognised thought leaders and practitioners whose relevance travels across markets and audiences.

4

Premium and celebrity speakers

AED 150,000+

High-demand public figures, headline talent and premium names with exceptional reach or scarcity.

READING THE RANGES

The tiers reflect typical planning bands rather than guaranteed quotes. A speaker may sit between tiers depending on the audience, subject matter, season, location and requested deliverables.

COMMON FORMATS

Keynotes · panels · moderation · fireside chats · workshops · leadership sessions

TYPICAL CURRENCY

Ranges are shown in AED. International engagements may be quoted in another currency and converted for planning.

The brief matters as much as the profile.

Speaker fees are shaped by more than name recognition. The most useful starting point is a clear brief covering the audience, objective, format and delivery requirements. The following factors commonly move a quote up or down:

Exclusivity

Category, market or competitor restrictions can limit other opportunities and affect the fee.

Travel

International travel, multiple cities, visas, accommodation and extended stays may be quoted separately.

Session length

A 20-minute keynote, half-day workshop and full-day programme carry different levels of preparation and delivery.

Customization

Research, interviews, bespoke content, rehearsal and post-event assets can all add scope.

HOW MENA SPEAKERS WORKS

We make the right introduction easier.

MENA Speakers works with clients to understand the brief, recommend relevant profiles and shape a curated shortlist for the occasion. The goal is a better fit between speaker, audience and outcome, not simply a longer list of names.

[**GET IN TOUCH FOR A CURATED SHORTLIST →**](#)

Use this guide as a planning reference. Final fees are confirmed against the specific brief and speaker availability.