

News Release

7 Tips Before Hiring a Celebrity

By Rita Tateel, President, The Celebrity Source

Los Angeles, CA — [Insert Date] — Celebrities can bring unmatched visibility, credibility, and influence to any event. They attract media attention, sell tickets, and elevate the profile of a brand. But not every star is a fit for every audience. As Rita Tateel, President of The Celebrity Source, explains, “Celebrity is defined by the audience.”

Hiring the right celebrity requires careful planning and strategy. Below, Tateel shares 7 essential tips to ensure your investment pays off:

1) Put Yourself in the Celebrity ’ s Shoes

Before reaching out, ask: “Why should I do this?” While money matters, other motivators—like personal causes, media exposure, networking opportunities, or event exclusivity—may drive a celebrity ’ s interest.

2) Make a List

Details matter. Anticipate every question from travel logistics to on-site needs. A thorough, easy-to-read briefing package reassures the celebrity and their team, creating a smoother partnership.

3) Respect Their Time

Time is a celebrity ’ s most valuable commodity. Request only what is necessary, avoid long waits, and streamline schedules to maximize goodwill.

4) Keep Briefings Brief

Use phone, email, or video whenever possible. If in-person is required, keep it concise—remember, every minute counts.

5) Avoid Overloading With Data

Provide 4–5 key talking points, delivered in advance and reinforced with a discreet “cheat card” on site. Celebrities respond best to clear, manageable information.

6) Retain a Celebrity Strategist

Contact information alone won ’ t land a celebrity. A strategist brings industry knowledge, relationships, and negotiation expertise—ensuring you secure the right fit, avoid pitfalls, and maximize ROI.

7) Keep Your Promises

This business runs on relationships. Breaking promises or adding last-minute requests damages credibility. Be honest, reliable, and respectful to foster long-term goodwill.

About Rita Tateel & The Celebrity Source

Rita Tateel, President of The Celebrity Source, has decades of experience connecting celebrities with organizations for events, campaigns, and causes. Her team specializes in navigating the complexities of the celebrity world to deliver impactful results.

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