



# IMPORTANCE OF A SPEAKERS BUREAU



## Presented by Judy Hills

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- Maintains two nonprofit websites
- Editor of four monthly newsletters and one bi-monthly newsletter
- Former college adjunct faculty—taught business education
- Taught grant writing, grant management, and other nonprofit courses
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# What is a Speakers Bureau?

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- Term for an organization that facilitates the searching and booking of speakers for an event
- Nonprofits, service clubs and community groups are frequently looking for speakers to enlighten their members at a meeting (e.g., Rotary, Lions, Civitan, Kiwanis)



# Do we really need a Speakers Bureau? What is purpose?

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- YES!!! Your Friends really do need a Speakers Bureau
- Purpose:
  - Educate the community on the Friends and/or the Library
  - Advocacy
  - Motivate people to donate money or other tangible goods or services
  - Explain special endeavors (e.g., permanent StoryWalk®, facility building campaign)
  - Announce new programs or projects
  - Recruit members/volunteers
  - Damage control--counterbalance rumors, bad press or community controversy (e.g., dumpster full of books)



# How do we organize a Friends' Speakers Bureau?

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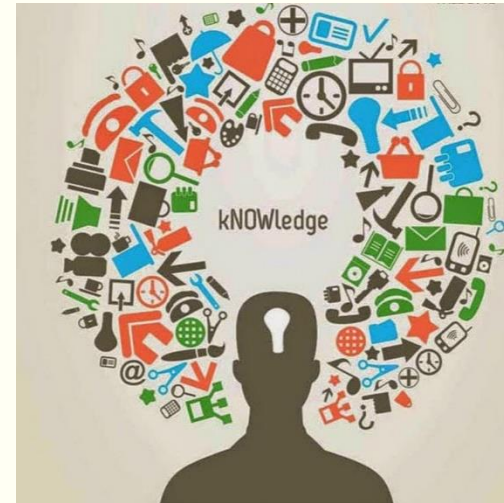
- Recruit willing and knowledgeable speakers
- Identifying topics to present
- Preparing presentations
- Finding and scheduling speaking opportunities





# Recruiting Speakers

- General traits:
  - Comfortable speaking to groups
  - Experience speaking to groups
  - Passion for topic more important than expertise
- General knowledge of Friends
  - President
  - Vice President
  - Membership Coordinator
  - Longtime supporter
- Intimate knowledge of topic
  - Project Chair
  - Program Chair
  - Reading/Literacy
- Sensitive topics
  - President
  - Vice President



# Identifying Topics

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- General information on Friends:
  - Mission
  - Goals
  - Project/programs
  - Needs
  - Collaborations
- Advocacy:
  - Funding
  - Legislation
- Funding for:
  - Special project (e.g., permanent StoryWalk®)
  - Program (e.g., Books for Babies)
- Presentations to legislative bodies
  - City council
  - County Commissioners
- Prepare a flyer of topics and post on your website



# Preparing

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- Confirm with organization

- Location, date and time of presentation
- Time allotted for presentation
- Size of room and limitations
- Number of projected attendees
- Type of presentation desired or doable (just speech vs PPT/multi-media)
- Topic to be presented
- Confirm that handouts are permitted
- Confirm any needed equipment they must provide (lectern, microphone, speakers, laptop, LCD projector, screen, TV, extension cords)



- Speech

- Prepare key points
- Practice timing and keep to time allotted
- Visuals—show photographs, use flip chart (need to be big enough for audience/room)
- Provide handouts (e.g., membership application, annual report highlights brochure, reading tips, book club information)

- PowerPoint

- Keep slides simple—don't read them
- Use lots of graphics and pictures
- Practice timing and keep to time allotted
- Check that equipment is functioning properly and remember to bring everything needed
- Bring any handouts

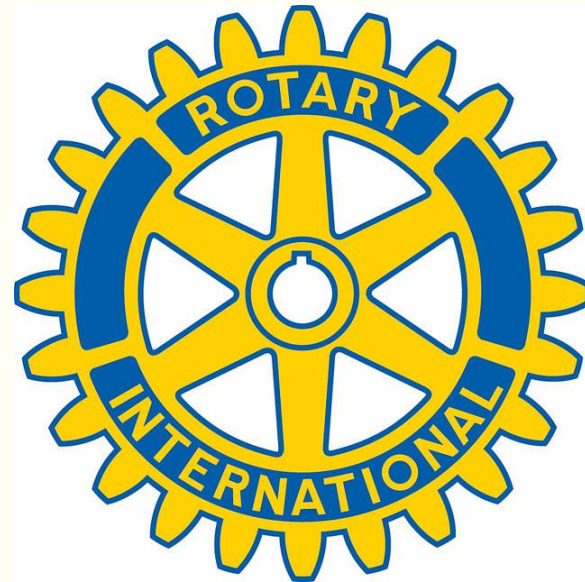




# Finding

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- Identify potential groups in your service area
  - Service clubs (Rotary, Civitan, Lions, Kiwanis)
  - Nonprofits with aligned missions (literacy, Smart Start)
  - Trustees (library, regional library)
  - Legislators (city, county)
  - Churches
  - Ask your members what groups they belong to
  - Check with the local Chamber of Commerce
  - Check with Welcome Wagon (if your community has one)
  - Do an internet search
- Make list of potential topics for each group
- Make list of contact for each group
- Make contact and coordinate speaking engagements (USPS, email or call)
- Follow up with the organization after the presentation—send a Thank You note



# Publicizing

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- Create a Speakers Bureau Brochure
  - Distribute through the Chamber of Commerce
  - Distribute it through the Library
  - Mail it to likely organizations
  - Post it on your website
- Create a page on your website listing
  - Details (what, why, who, when, where, how, length, cost, other requirements)
  - Link to a form to request a speaker (online or pdf fillable/printable)
  - Overview of basic presentations available



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# Create a checklist

## The Essential

# SPEAKER CHECKLIST

by speakerhub

Every speaker knows that preparation can make or break a presentation. But with hundreds of things to remember, something can slip. This checklist will make it a bit easier.

## Event Details

Presentation:

Venue:

Date/Time:

Audience:

### Travel

- ☐ Directions to venue/map/ distance from the hotel
- ☐ Passport and airplane tickets
- ☐ Online check-in and print boarding pass (if required)
- ☐ Public transport schedule, fare and location
- ☐ Back up plan in case first transport choice fails

### The Venue

- ☐ Visit venue or review floor plan and photos of room
- ☐ Confirm equipment at venue
  - ☐ Remote control for presentation
  - ☐ Extension cord
  - ☐ Adapter to connect computer to beamer (important for MacBooks)
- ☐ If local computer is required to use:
  - ☐ How it renders the presentation layout
  - ☐ Make sure your Prezi / Keynote / etc. runs smoothly
- ☐ Video playback and sound system
- ☐ Confirm the internet at venue has a good connection

### Equipment

- ☐ Laptop / charger (incl. adapter for the destination country/continent)
- ☐ Pad / Tablet charger
- ☐ Timer
- ☐ Voting gadget or other specialised technical equipment
- ☐ Remote control of the beamer

### Communication

- ☐ Mobile phone / charger (incl. adapter for the destination country/continent)
- ☐ Phone numbers of contacts at speaking venue
- ☐ Business cards
- ☐ Brochures / Samples / Promotional material
- ☐ Pens / Pencils
- ☐ Notepad / Post-it Notes
- ☐ Finalize participant numbers, timing and profile of the final audience
- ☐ Send pre-invoice or deposit payment request
- ☐ Check final agenda of the event

### Before the presentation

- ☐ Arrive at least 2 hrs before the presentation time
- ☐ Meet event organizer
- ☐ Meet stage technician
- ☐ Test presentation equipment and run a sound check
- ☐ Prepare speaking area (lectern, walking space, flipcharts, etc.)

### Personal

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

### Presentation

- ☐ Written introduction for person presenting you
- ☐ Your Twitter, Facebook, LinkedIn, Youtube handles/channel highlighted
- ☐ Speaking notes
- ☐ Backup of presentation:
  - ☐ on email
  - ☐ USB(s)
  - ☐ Alternative Slide application (e.g. Prezi converted into PDF)
  - ☐ Dropbox or Google Drive
- ☐ Hard copy of presentation slides / Alternative way of presenting without slides (e.g. iPad offline)
- ☐ Props (if any)
- ☐ Markers for flipchart / whiteboard
- ☐ Evaluation forms for audience

### After the presentation

- ☐ Remind participants and organizer about your social media presence
- ☐ Send public version of the presentation to the organizer for distribution
- ☐ Ask for feedback, testimonial and referral from organizer
- ☐ Request event photos for social media and personal website
- ☐ Send invoice

### Notes

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Get more speaking opportunities:

speakerhub

## Speakers Bureau Worksheet

Name of organization: \_\_\_\_\_

Date of scheduled presentation: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Organization's contact name and number: \_\_\_\_\_

Proposed length of presentation: \_\_\_\_\_

Brief description of audience: \_\_\_\_\_

Number of people scheduled to attend: \_\_\_\_\_

Seating and room arrangements (podium, head table, etc.): \_\_\_\_\_

Can you use visual aids (overheads, slides)? If yes, describe: \_\_\_\_\_

Can you distribute information, such as a fact sheet? \_\_\_\_\_

Is this ready? \_\_\_\_\_

Other notes: \_\_\_\_\_

# HOW TO PREPARE:

Checklist for Great Talks by Scott Berkun

## 1 BEFORE THE EVENT

- ☐ Ask yourself these questions:
  - Who is the audience? Why are they coming?
  - Can organizer provide demographics?
  - Can you look at last year's programs? Were there reviews of the event on stage?
  - What are other speakers speaking about?
  - Will this be a keynote lecture (more scripted) or small group interaction?
- ☐ Create a list of questions audience will want answered in the talk
- ☐ Prioritize the list and sketch out stories / ideas / points
- ☐ Budget at least 10x time to prepare (1 hour talk will take roughly 10 hours of preparation)
- ☐ Develop ten minutes of rough draft material
- ☐ Practice the ten minutes. Do not procrastinate.
- ☐ Revise material when it doesn't work, then practice again from beginning. Repeat as necessary.
- ☐ Do a test run in front of people who will give honest feedback (Or videotape and watch)
- ☐ Practice with a clock with goal to end reliably with an extra 5 minutes
- ☐ Ask for emergency contact cell phone number, give organizer yours
- ☐ Get directions to the venue, including office-park insanity, and within building insanity
- ☐ If appropriate, post slides to web, include URL, at end of talk

## 2 LEAVING FOR THE EVENT

- ☐ Get an hour of exercise that morning or night before
- ☐ Check laptop: do you have all cables? Is it working fine? Are slides on it? Battery charged?
- ☐ Bring backup slides on flash drive / Extra-backup online somewhere / Print back-up of slides
- ☐ Bring remote control. Check battery
- ☐ Shower, shave, prune, scrub, brush, deodorize
- ☐ Ensure you avoid all avoidable stress (get there early no matter what)

## 3 AT THE EVENT

- ☐ Register and let organizer know you've arrived
- ☐ Find your room and watch another speaker speak in it. Notice anything?
- ☐ If time allows, mingle and meet people who might be in your audience
- ☐ Return to room to catch (at least) tail end of last speaker before you - maximize time to set up.
- ☐ Get laptop hooked up to projector immediately. Most problems occur here.
- ☐ Find tech person, or call organizer. You'll need their help to get microphone set up or for tech issues.
- ☐ Test remote and fancy videos.
- ☐ Walk the stage and get comfortable. Ask someone to look at you and your slides to flag any issues.
- ☐ Make sure you have a glass of water or preferred beverage at the lectern.
- ☐ Sit in the back row and imagine yourself on stage. Check that the text on your slides is readable.
- ☐ Relax. You're prepared and all set. Nothing you do now will change anything. Enjoy the ride.
- ☐ If needed, distract yourself by going for a walk or other physical activity

## 4 AFTER THE EVENT

- ☐ If there is another scheduled speaker, get out of their way so they can get set up
- ☐ Make yourself visible so people can find you to ask questions about your talk
- ☐ Write questions from attendees on their business cards so you can answer in email later
- ☐ Post slides online or to Slideshare if appropriate
- ☐ Email people who gave you their cards, answering their questions
- ☐ Thank the organizer and ask for any feedback (positive/negative)
- ☐ If your talk was videotaped, ask for a copy so you can watch and improve.
- ☐ Have a beer



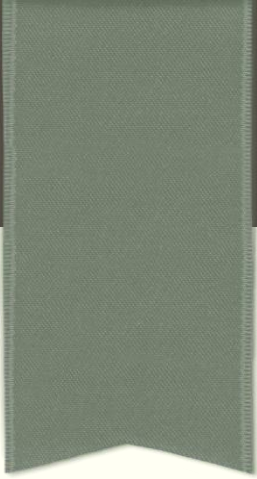
# Resources

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- PE Tip Sheet No. 10 Forming and Utilizing a Speakers Bureau  
<http://www.fwea.org/docs/2PETipSheetNumber10.pdf>
- How to Prepare: a Checklist for Great Talks  
<https://scottberkun.com/2011/speakers-checklist/>
- Does Your Organization Need a Speakers' Bureau?  
<https://www.snpo.org/redir/articles.php?id=1076>
- What You Need to Know About a Speakers Bureau and How They Work  
[click here](#)
- Example of a nonprofit Speakers Bureau (Mote Marine Lab & Aquarium)  
<https://mote.org/education/mote-speaker-bureau>







“THERE ARE THREE THINGS TO AIM AT IN PUBLIC SPEAKING:  
FIRST, TO GET INTO YOUR SUBJECT,  
THEN TO GET YOUR SUBJECT INTO YOURSELF,  
AND LASTLY, TO GET YOUR SUBJECT INTO THE  
HEART OF YOUR AUDIENCE.”

ALEXANDER GREGG

