

## CARE AND FEEDING OF THE CONVENTION SPEAKER

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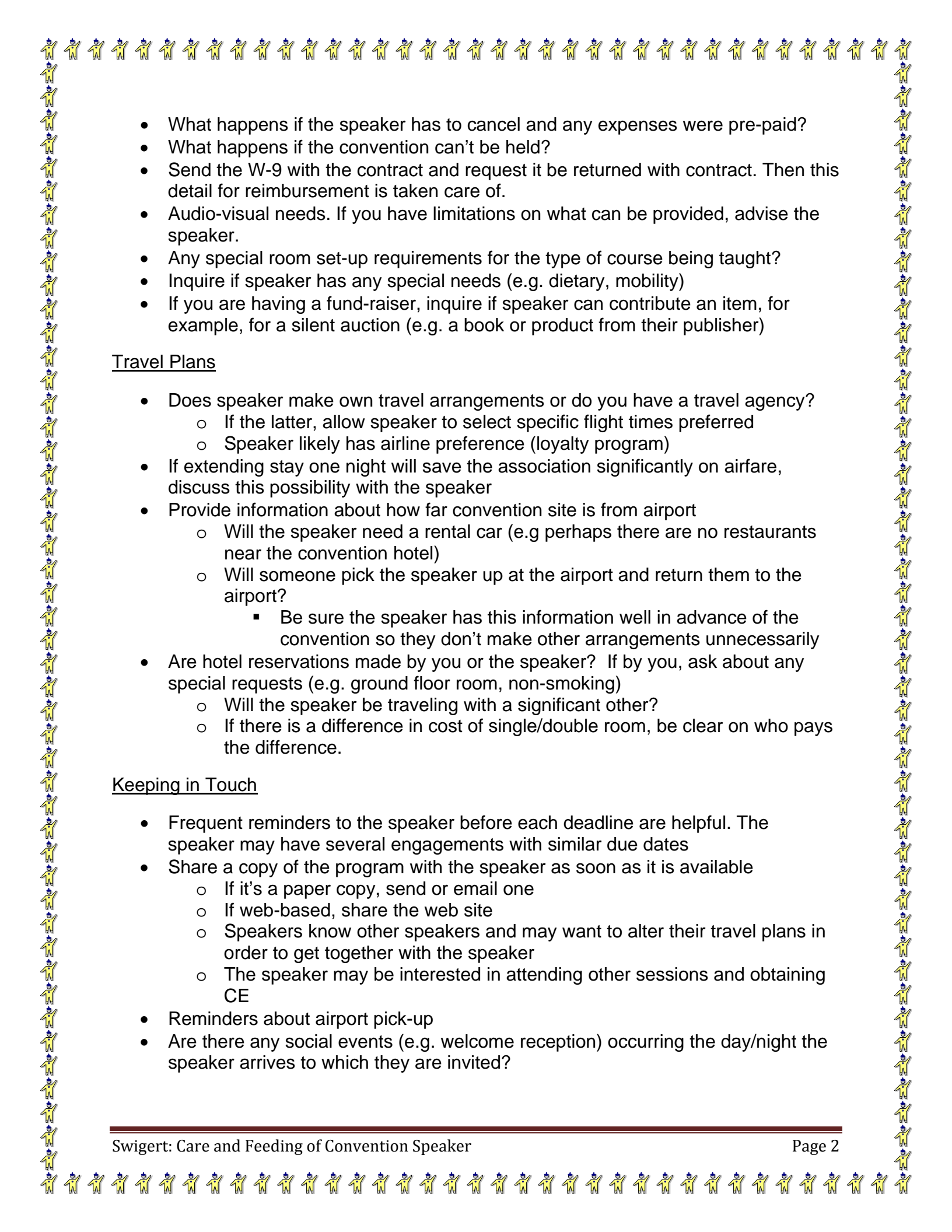
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### The Invitation

- What is the potential speaker's motivation to visit your state?
- Invitation should be extended as far in advance as possible
- If you ask a speaker to 'save the date' during negotiations, complete negotiations in a timely way. The speaker may have other engagements pending.
- Email contact is fine
- "Cold contact" is fine – you don't have to know the person you're inviting
- Invitation should include:
  - Dates of convention (and is there any flexibility on which day the speaker can choose)
  - Place (certain locations may be more enticing, accessible for a speaker)
    - If the location requires a long drive from the airport, advise the speaker
  - Topic(s) you'd like to have covered or ask speaker for ideas
    - Speakers can often suggest a different speaker for other topics
  - The fee: is it fixed? Can you pay speaker's typical fee? Negotiable?
  - What other expenses are covered? Room, per diem, airfare, local transportation?
  - How long do you want the speaker to talk? Some speakers may prefer to speak for a full day to earn more. Others may prefer a shorter talk. You get more bang for your travel buck by utilizing the speaker for more than one session.
  - Any other perks: can they attend other sessions? Display their book/product? Have a book signing?

### The Contract

- Include what is needed from the speaker and by what dates
  - Course description
  - Objectives
  - Bio
- Is this an on-line process or to be sent as attachment by email?
- When are handouts due?
  - Any limitation on size of handout? Attendees want the full handout. If it's a long course, adjust page limitation accordingly. The more restrictions on the handout, the more work on the speaker.
  - If you're going green and not printing handouts, will the handout be available to members on line to print and bring?
  - Can you accept a PDF? Or better yet, can you convert the document for them?

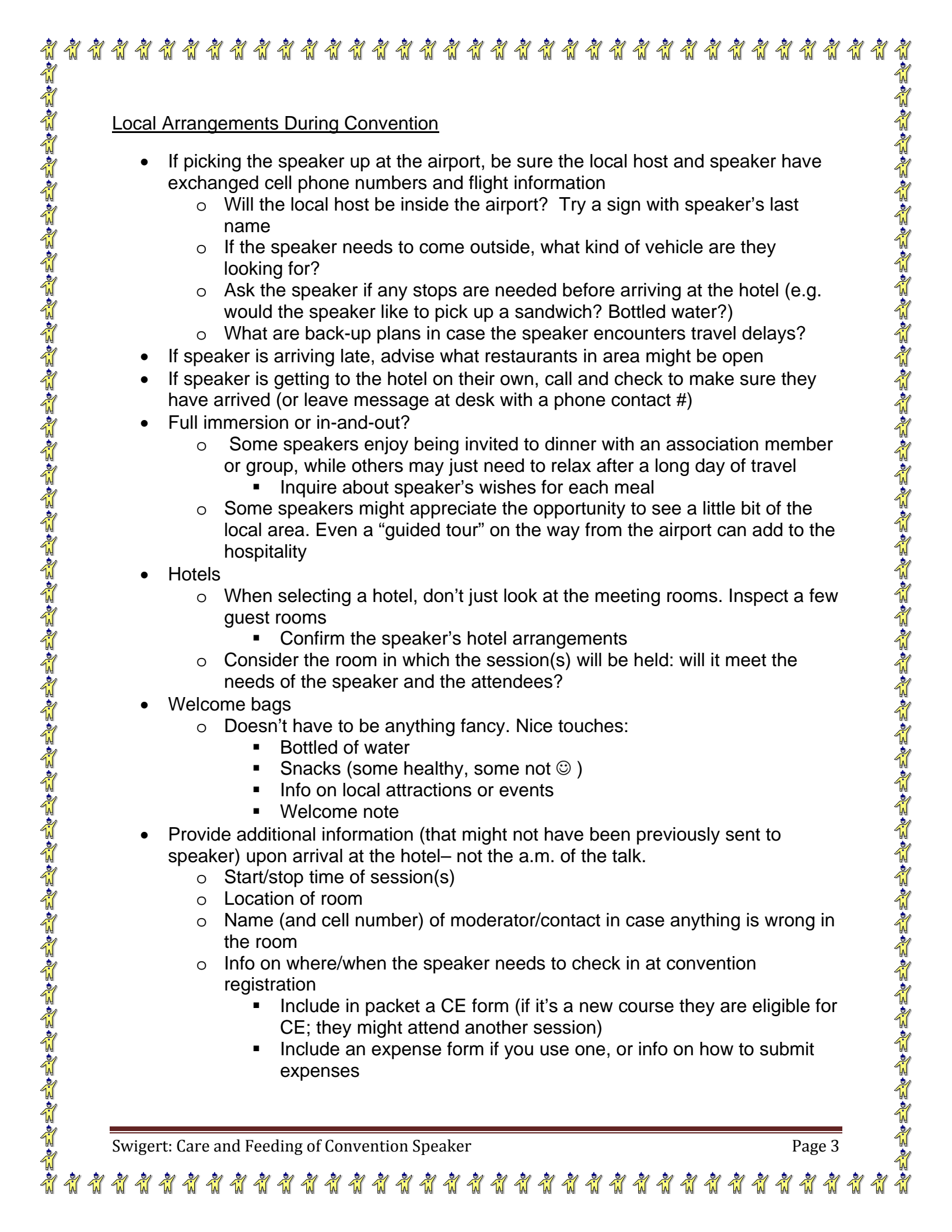
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- What happens if the speaker has to cancel and any expenses were pre-paid?
  - What happens if the convention can't be held?
  - Send the W-9 with the contract and request it be returned with contract. Then this detail for reimbursement is taken care of.
  - Audio-visual needs. If you have limitations on what can be provided, advise the speaker.
  - Any special room set-up requirements for the type of course being taught?
  - Inquire if speaker has any special needs (e.g. dietary, mobility)
  - If you are having a fund-raiser, inquire if speaker can contribute an item, for example, for a silent auction (e.g. a book or product from their publisher)

### Travel Plans

- Does speaker make own travel arrangements or do you have a travel agency?
  - If the latter, allow speaker to select specific flight times preferred
  - Speaker likely has airline preference (loyalty program)
- If extending stay one night will save the association significantly on airfare, discuss this possibility with the speaker
- Provide information about how far convention site is from airport
  - Will the speaker need a rental car (e.g perhaps there are no restaurants near the convention hotel)
  - Will someone pick the speaker up at the airport and return them to the airport?
    - Be sure the speaker has this information well in advance of the convention so they don't make other arrangements unnecessarily
- Are hotel reservations made by you or the speaker? If by you, ask about any special requests (e.g. ground floor room, non-smoking)
  - Will the speaker be traveling with a significant other?
  - If there is a difference in cost of single/double room, be clear on who pays the difference.

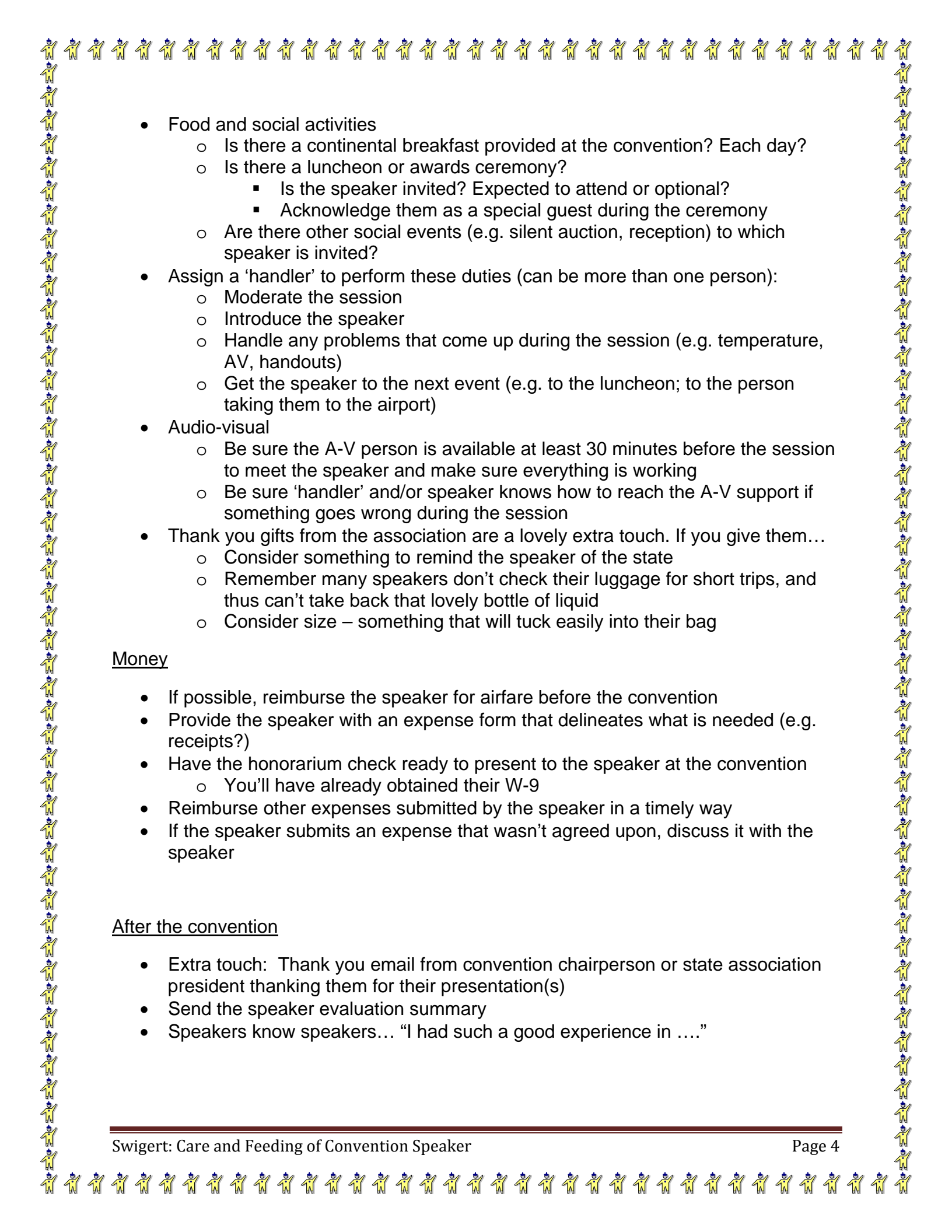
### Keeping in Touch

- Frequent reminders to the speaker before each deadline are helpful. The speaker may have several engagements with similar due dates
- Share a copy of the program with the speaker as soon as it is available
  - If it's a paper copy, send or email one
  - If web-based, share the web site
  - Speakers know other speakers and may want to alter their travel plans in order to get together with the speaker
  - The speaker may be interested in attending other sessions and obtaining CE
- Reminders about airport pick-up
- Are there any social events (e.g. welcome reception) occurring the day/night the speaker arrives to which they are invited?



## Local Arrangements During Convention

- If picking the speaker up at the airport, be sure the local host and speaker have exchanged cell phone numbers and flight information
  - Will the local host be inside the airport? Try a sign with speaker's last name
  - If the speaker needs to come outside, what kind of vehicle are they looking for?
  - Ask the speaker if any stops are needed before arriving at the hotel (e.g. would the speaker like to pick up a sandwich? Bottled water?)
  - What are back-up plans in case the speaker encounters travel delays?
- If speaker is arriving late, advise what restaurants in area might be open
- If speaker is getting to the hotel on their own, call and check to make sure they have arrived (or leave message at desk with a phone contact #)
- Full immersion or in-and-out?
  - Some speakers enjoy being invited to dinner with an association member or group, while others may just need to relax after a long day of travel
    - Inquire about speaker's wishes for each meal
  - Some speakers might appreciate the opportunity to see a little bit of the local area. Even a "guided tour" on the way from the airport can add to the hospitality
- Hotels
  - When selecting a hotel, don't just look at the meeting rooms. Inspect a few guest rooms
    - Confirm the speaker's hotel arrangements
  - Consider the room in which the session(s) will be held: will it meet the needs of the speaker and the attendees?
- Welcome bags
  - Doesn't have to be anything fancy. Nice touches:
    - Bottled of water
    - Snacks (some healthy, some not ☺ )
    - Info on local attractions or events
    - Welcome note
- Provide additional information (that might not have been previously sent to speaker) upon arrival at the hotel– not the a.m. of the talk.
  - Start/stop time of session(s)
  - Location of room
  - Name (and cell number) of moderator/contact in case anything is wrong in the room
  - Info on where/when the speaker needs to check in at convention registration
    - Include in packet a CE form (if it's a new course they are eligible for CE; they might attend another session)
    - Include an expense form if you use one, or info on how to submit expenses

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- Food and social activities
    - Is there a continental breakfast provided at the convention? Each day?
    - Is there a luncheon or awards ceremony?
      - Is the speaker invited? Expected to attend or optional?
      - Acknowledge them as a special guest during the ceremony
    - Are there other social events (e.g. silent auction, reception) to which speaker is invited?
  - Assign a 'handler' to perform these duties (can be more than one person):
    - Moderate the session
    - Introduce the speaker
    - Handle any problems that come up during the session (e.g. temperature, AV, handouts)
    - Get the speaker to the next event (e.g. to the luncheon; to the person taking them to the airport)
  - Audio-visual
    - Be sure the A-V person is available at least 30 minutes before the session to meet the speaker and make sure everything is working
    - Be sure 'handler' and/or speaker knows how to reach the A-V support if something goes wrong during the session
  - Thank you gifts from the association are a lovely extra touch. If you give them...
    - Consider something to remind the speaker of the state
    - Remember many speakers don't check their luggage for short trips, and thus can't take back that lovely bottle of liquid
    - Consider size – something that will tuck easily into their bag

### Money

- If possible, reimburse the speaker for airfare before the convention
- Provide the speaker with an expense form that delineates what is needed (e.g. receipts?)
- Have the honorarium check ready to present to the speaker at the convention
  - You'll have already obtained their W-9
- Reimburse other expenses submitted by the speaker in a timely way
- If the speaker submits an expense that wasn't agreed upon, discuss it with the speaker

### After the convention

- Extra touch: Thank you email from convention chairperson or state association president thanking them for their presentation(s)
- Send the speaker evaluation summary
- Speakers know speakers... "I had such a good experience in ...."