**District 48**Speakers Bureau Handbook

The mission of Toastmasters International is to empower individuals to become more effective communicators and leaders. We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills resulting in greater self-confidence and personal growth. The goal of Toastmasters International is to become the first-choice provider of dynamic, high-value, experiential communication, and leadership skills development.

Every member of Toastmasters has developed or is in the process of developing communication and leadership skills. Most of the experience members have achieved has been primarily through clubs, contests, special events and occasional invitations to speak at non-Toastmasters functions. The Speakers Bureau of District 48 has been established to expand speaking opportunities to qualified members.

Within District 48 there is a need for speakers at demo meetings, test speakers for evaluation contests, speakers at TLIs and special functions. The Speakers Bureau is intended to expand speaking services to Toastmasters clubs, local schools, churches, businesses, social clubs, and civic and community groups. The recent announcement of the Toastmasters-Rotary Alliance has solidified the need for a list of speakers, when requested, from Rotary clubs.

**Mission**

The mission of the Speakers Bureau is to connect all speakers with speaking engagements that add value to the communities of District 48, to promote Toastmasters, and to advance the speaker’s career.

**What We Value**

* Customer Service
* Accountability
* Community
* Excellence
* Integrity
* Customer Satisfaction

**Membership**

All members must be a paid member in good standing who has completed 10 manual speeches (Competent Communicator) or two levels under the Pathways. Members who have participated and won awards in International, district, division, and area contests will be considered to have passed the expected requirement of being an outstanding speaker. Those individuals will be interviewed for areas of interest and special expertise. Everyone is encouraged to join to provide service to both our district and our local communities.

All applicants meeting the basic criteria for membership will be classified as a general member. Further classification will subdivide members according to achievements within the Toastmasters education program, fields of interest, and areas of expertise.

**Qualifications:**

* Member in good standing of a club which is in good standing in District 48; i.e. you have paid your dues and the club is active with eight plus paid members.
* Remain active in club educational programs.
* Completed an application for membership.

**What is Expected of Me?**

* Provide biographical information.
* Provide list of topics, Toastmasters contest achievements, and services performed, including presentation titles, if possible, and services you offer i.e. emcee, consulting, training sessions, etc.
* Keep your contact information current and up to date notifying the Speakers Bureau Chair of any changes.
* Provide a recent headshot of less than one year old. This must be JPEG or PNG format photo.
* Attend and participate in club and district meetings (if a DEC officer), including serving as functionaries such as greeters, timekeepers, Sergeant at arms, etc.
* Uphold the mission and values of the District 48 and the Speakers Bureau.
* Be available for assignment when an opportunity for speaking becomes available. Agree to be contacted directly by organizations seeking speakers.
* Accept assignments within your comfort zone, interests, and field of expertise.
* Email the Speakers Bureau Chair of the date, location, time and contact for each speaking engagement booked as a result of the Bureau. This will be featured on the District 48 website.
* Please notify the Speakers Bureau Chair of any changes in availability as soon as possible so that another alternate speaker may be arranged for the client.
* Understand that the District 48 Speakers Bureau cannot guarantee a speaking opportunity.
* Agree to grant the district 48 Speakers Bureau the right to reconsider your membership if you are not able to maintain any of these terms.
* Preparation of a Speech for the Speakers Bureau
* Speak directly to other members of the Speakers Bureau and educational presenters for pointers.
* Present your speech at your home club.
* Present at various clubs including advanced clubs to provide you with exposure to diversity and prepare you for the real world.

**How do I conduct speaking engagements?**

Speaking engagements arranged through the Speakers Bureau are complementary and an effort to promote Toastmasters. You need to mention Toastmasters in your presentation. You should leave behind Toastmasters information.

Toastmasters International is a not-for-profit organization, and individual speakers are not to profit personally from engagements made through the Bureau, including engagements booked through the Bureau Chair, prospective clients who book through the Speakers Bureau website, prospective clients who obtain speaker contact info from our website, and contact of the speaker directly. Speakers may be compensated for travel, administrative, or out-of-pocket or function expenses, and may accept small gifts or dinner from an organization.

Donations must be made in the form of a check addressed to District 48 Toastmasters and given to the Chair for deposit in the District Treasury.

You are free to charge for any engagements which are not arranged through the Speakers Bureau where you would be introduced as, or considered to be, a representative of Toastmasters. The Speakers Bureau does not become involved in the scheduling of any paid appearances, nor does it have jurisdiction over fees charged for such appearances.

The main message of your presentation should be to educate, coach, entertain, train, etc. on whatever topic the event planner has requested. The main message should not be a hard sales pitch of “buy my \_\_\_” or “hire me for your next \_\_\_\_.”

You may mention your products or services and that you are available for additional questions after the event. This would help encourage people to meet with you and spark future opportunities. If the organizer permits, you may set up a table with your products, brochures, business cards, etc. Please discuss this with the event planner for their approval.

**Speaker’s Guidelines for Excellence**

* To help promote and measure success, email the District 48 Speakers Bureau Chair of the date, location, time and contact for each speaking engagement book because of the Speakers Bureau. This will be featured on the District 48 website.
* Demonstrate professionalism and courtesy in all aspects of the planning and presentation process for speaking engagements.
* Respond in a timely manner when contacted by organizations.
* Contact the booking company organization for postponement or cancellation of any speaking engagements and notify the Speakers Bureau Chair.
* Show up on time to all speaking engagements and dress appropriately.
* Mention Toastmasters somewhere in your presentation and direct audiences to the District 48 Toastmasters website for more information whenever possible. Toastmasters promotional materials are available from the Speakers Bureau Chair.
* Provide the organization with an evaluation form to be completed at the end of the presentation. Collect the evaluations and send them back to the Speakers Bureau for use in evaluating our program and promoting in our marketing materials.

**Help Promote the Speakers Bureau**

* The best promotion is word-of-mouth. Testimonials help to spread the word about the Speakers Bureau and the website. Talk to everyone about it!
* Internal marketing efforts are coordinated with the district public relations officer to attract members from District 48 to participate in the Bureau.
* External marketing efforts using brochures, emails, and personal contact to organizations are directed toward our District 48 speakers Bureau Website. On your personal website create a link to the Speakers Bureau page.
* Get business cards with your contact information. Obtain approval before using the Toastmasters logo.