

Speakers Bureau Process – Agency Speakers Information

- Maureen Kampman (330.491.9959 or maureen.kampman@uwstark.org) is the Speakers Bureau contact at United Way of Greater Stark County during the 2010 campaign.
- When identifying a speaker for your agency the ideal candidate will be someone who:
 - Knows your organization well
 - Is comfortable speaking in front of large audiences
 - Can be engaging and hold the audience's attention
 - Can concisely describe how your agency partners with United Way and describe the program(s) that United Way funds
- United Way will contact you by phone or e-mail to request your attendance and set up the speaking engagement.
- Agency speakers will receive an e-mail of fax confirmation with:
 - Contact person at the organization and your United Way staff contact
 - Details about the date, time, location and length of time available to speak
 - Additional details, as available, about the audience
- Remember to take the information with you to the speaking engagement.
- If you have questions or comments at any time, please feel free to share by passing those onto a member of the campaign team. As a member of the Speakers Bureau we value your feedback to help with improvements to the process.

When You Arrive at Your Speaking Engagement

- Arrive early to your speaking engagement to ensure you have time to get to the correct place and meet with your contact person.
- RELAX! Greet people and shake hands with them before the meeting begins to help you feel comfortable.
- Your talk will be part of a short program that may include comments from the workplace campaign coordinator or company CEO/president, United Way staff representative and a showing of the United Way campaign DVD.
- Please plan to stay throughout your scheduled time until the rally concludes.
- Stay flexible. Miscommunication occasionally occurs. Your audience may turn out to be 20 people instead of 200. The United Way staff member you expected to be at the meeting may have a conflict at the last minute. Don't let it get to you. Stay calm and cool!