



# **SPEAKERS**

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## **B U R E A U**

### **Instruction Sheet for Naperville Area Chamber of Commerce Speakers' Bureau Applicants**

Please read and fill out the following information and return to Lisa Livingston at Naperville Area Chamber of Commerce; 55 S. Main St.; Suite 351; Naperville, IL 60540 or [llivingston@naperville.net](mailto:llivingston@naperville.net).

Thank you for your interest in joining the Naperville Area Chamber of Commerce Speakers' Bureau. Your membership will provide you with a great opportunity to showcase your products and services to chamber members and the community at large. To ensure that bureau members consistently represent the Naperville Area Chamber of Commerce in a quality fashion, the Speakers' Bureau has set up a stringent qualification process. An assessment of your speaking skills is part of that process.

1. As needed, an assessment will be conducted in January, April, July, and October.
2. The assessment panel is comprised of current Speakers Bureau members.
3. You will be asked to prepare a short introduction (100-150 words) containing pertinent information about yourself as well as the topics you speak on and your target markets. This introduction, to be read by a panel member at the start of your presentation, ensures the assessors are familiar with your expertise.
4. You will also be asked to give a short, but complete, presentation (8-10 minutes) based on your area of expertise. It is important you regard this as an actual presentation and keep in mind that you are "on stage" as soon as you enter the room.

The primary purpose of your presentation is to evaluate your platform skills and subject matter expertise based on the following criteria:

1. Appropriate Introduction
2. Appearance
3. Posture
4. Gestures
5. Delivery
6. Facial Expression
7. Clarity
8. Structure
9. Eye Contact
10. Grammar & Vocabulary



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## Guidelines for Membership in the Naperville Area Chamber of Commerce Speakers' Bureau

As a member of the Naperville Area Chamber of Commerce Speakers' Bureau, I "Speaker" agree:

1. To be a Naperville Area Chamber of Commerce Member.
2. To pay the annual fee of \$50.00.
3. To keep the Chamber updated on bookings.
4. To provide current topic overviews and photographs for website purposes
5. To provide a group presentation at no charge to businesses/associations/organizations ("hosts") requesting it. I may set the exact time of the presentation, but it shall not exceed one hour gratis. Additional negotiations for paid presentations shall be between the speaker and the host.
6. To provide useful information in my presentations without directly promoting my specific products or services. If I am asked to provide information about my products or services, I may do so.

I will:

- Provide a brief biography to requesters when asked.
- Refer to my background, products, or services as necessary to enhance my presentation.
- Defer individuals' questions about my services or products until after the presentation.
- Ask permission of my host to bring items to sell in the event of individual requests.
- Provide host with a post-presentation evaluation form.

I will not:

- Set up a display for the purposes of marketing my products or services.
7. To qualify by evaluation by Speakers' Bureau Advisory Team.
  8. To accept engagements only in areas in which I am qualified and have expertise.
  9. To act, operate my business, and speak on a highly professional level so as to neither offend nor bring discredit to the Naperville Area Chamber or Commerce Speakers' Bureau.
  10. To avoid using materials, titles, and thematic creations originated by others, either orally or in writing, unless credit is given to the person who created the material.
  11. To treat other speakers with professional courtesy, dignity, and respect.
  12. To maintain and respect the confidentiality of business or personal affairs of clients and other speakers.
  13. That the Naperville Area Chamber of Commerce has final authority to ensure Members are in compliance with these rules. Non-compliance may result in removal from the Speakers' Bureau.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_



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## Naperville Area Chamber of Commerce Speakers' Bureau Membership Application

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

\_\_\_ I have attached three reference letters on company letterhead indicating my competency as a speaker. I understand that these references may be contacted.

\_\_\_ I will provide the Chamber with a bio, topics and picture in .jpg or .gif format for use on the Chamber's website.

Please check the areas of which topics you would like to be listed under on the Chamber's website:

- \_\_\_ Business Development
- \_\_\_ Communication Skills
- \_\_\_ Financial & Tax Planning/Accounting
- \_\_\_ Health & Wellness
- \_\_\_ Human Resources
- \_\_\_ Professional/Personal Development
- \_\_\_ Sales/Marketing
- \_\_\_ Strategic Planning/Profitability
- \_\_\_ Other \_\_\_\_\_