



Instruction Sheet for Naperville Area Chamber of Commerce Speakers Bureau Applicants

Please read and fill out the following information and return to Linda Whitaker at Naperville Area Chamber of Commerce; 55 S. Main St.; Suite 351; Naperville, IL 60540 or lwhitaker@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. An assessment will be scheduled as needed.
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 including an introduction, middle and conclusion (8-10 minutes total) 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 this presentation is to evaluate your platform skills and subject matter expertise based on the following criteria:

1. **Appropriate Introduction**: Do you approach with confidence and positive demeanor?
2. **Appearance**: Are you properly groomed and attired for the occasion?
3. **Posture**: Are you standing erect, not leaning or slouching, not shifting?
4. **Gestures**: Are gestures coordinated with speech? Are they natural?
5. **Delivery**: Do you articulate properly? Is your voice even in tone and easy to hear and understand?
6. **Facial Expression**: Are expressions in agreement with content and mood? Are they natural and relaxed? Do they convey warmth and feeling?
7. **Clarity**: Is presentation clear and concise? Is the content easy to understand and interesting?
8. **Structure**: Is there a natural flow to the presentation? Is the presentation format easy to understand?
9. **Eye Contact**: Do you maintain appropriate eye contact? Do you scan the entire room in a relaxed and natural manner?
10. **Grammar & Vocabulary**: Is your grammatical usage correct? Is your vocabulary correct and appropriate for the level and make-up of the audience?
11. **Appropriate Closure**: Do you close the presentation with ease and effectiveness?
12. **Subject Area Expertise**: Do you display appropriate knowledge of the subject area that you selected?

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 \$150.00 for the Speakers Bureau membership.
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: _____

Naperville Area Chamber of Commerce Speakers Bureau Membership Application

Name: _____

Company: _____

Address: _____

Phone/Email: _____

___ I have attached four 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 _____