

**PRESENTER APPLICATION**

**Please return completed application**

**to Bureau Chairman at**

[**Shirley@airmail.net**](mailto:Shirley@airmail.net)

[**https://speakersbureaucentraltexas.weebly.com**](https://speakersbureaucentraltexas.weebly.com)

**To be part of the Speakers Bureau you need to complete the presenter application and schedule a candidate audition with the Speaker Bureau Chairman.**

**Submission Procedure**

* Complete the **Presenter Application** below. Fields will automatically expand to accommodate your information.
* Review your application for completeness and accuracy.
* Applications must include portrait image (head shot 150dpi resolution) or be willing to schedule a photo session with a bureau assigned volunteer photographer.
* You must download, sign, and return Photo and Video Release forms.
* You will receive an email confirming receipt.
* Schedule yourself for a candidate audition.

**CENTRAL TEXAS SPEAKERS’ BUREAU PRESENTER APPLICATION**

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| --- | --- |
| **Presenter Contact Information** | |
| **Date 5/21/18** |  |
| **Name** |  |
| **Current TM Designation (CC, ACB, DTM, etc.)** |  |
| **Address** |  |
| **City, State, Zip** |  |
| **Preferred Phone Number** |  |
| **Alternate Phone Number**  **(Optional)** |  |
| **eMail Address** |  |
| **Alternate eMail Address**  **(Optional)** |  |
| **Occupation/Employer** |  |
| **Accomplishments/Hobby** |  |
| **Toastmaster Club Affiliation**  **(Club Name, #, Location)** |  |
| **Name of VPE, eMail,**  **Phone #** |  |
| **Current Club or District Office Held (if any)** |  |
| **Preferred Speaking Times** |  |
| **Times Unavailable** |  |
| **Preferred Geographical**  **Area** |  |
| **Remarks** |  |

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| --- | --- | --- |
| **Speaking Experience:** Typically, a speaker should have completed at least six manual speeches or be an expert on a particular topic. *List 3 speaking engagements within the past 2 years where you may have spoken to an audience of 20 or more participants, and* ***include the topic on which you spoke***. | | |
| **Topic** | | **Name, Email and Phone# of Organization presented to:** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |

|  |  |  |
| --- | --- | --- |
| **References:** *List three references that we may contact to verify your speaking experience. These references may include your fellow Toastmasters*. | | |
| **Name:** | | **Email and Phone:** |
| **1** |  |  |
| **2** |  |  |
| 3 |  |  |

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| **Proposed Presentation Title:** *Provide a creative and catchy title that clearly describes the content of your presentation.*  ***Several options. See Speaker’s One Sheet*** |
| **Toastmaster Manual/Project # you wish to attribute speech to?** |
| **Toastmaster Facilitator:** The facilitator may provide your Toastmaster manual evaluation and may keep control of your presentation time with a stopwatch, signal light, or signal cards you provide. You may ask for their assistance in other reasonable ways during your presentation, Ie, props, etc.  **Name of Toastmaster Facilitator/Evaluator/Timer to accompany you if known:**  **Phone and Email Contact Information:** |
| **Proposed Presentation Objectives:** *In three brief sentences or less, describe what you will accomplish through your presentation*. |

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| **Proposed Audience:** *Briefly describe the audience who would most benefit from your presentation.* |
| **Proposed Program Description /Abstract: *In 75 words or less****, provide a summary of the content of your program.* **CENTRAL TEXAS SPEAKERS BUREAU** *will use this for promotional purposes.* ***The Bureau reserves the right to edit your description***. |
| **Presenter’s Bio and Photograph: *In 150 words or less****, provide a biography which* **CENTRAL TEXAS SPEAKERS BUREAU** *will use for promotional purposes. This will also be the Facilitator’s introduction to your presentation. You are welcome to state the name of your business, but do not include promotional wording (e.g., “the best real estate brokerage company”).* ***The Bureau reserves the right to edit your biography****.* **Remember: Attach or insert a clear digital photographic portrait (head shot). Without it, your application will be incomplete.** (Or be willing to schedule a photo session with a bureau assigned volunteer photographer.) |
| **Proposed Program Outline:** *This should be a* ***thorough outline of your entire program****, highlighting your key and support points and noting any activities, exercises, tools and material that you will use to reinforce your message.* Don’t forget to offer closing remarks and general announcements about Toastmasters. ***Describe any handouts that you will make available***. |
| **Proposed Audio-Visual Equipment and Presentation Materials*:*** *Each Presenter is responsible for notifying the* ***BUREAU chairman*** *what equipment they need for their* ***candidate audition*** *or if they need the* ***BUREAU chairman*** *to check with the* ***requesting organization what equipment would be available to them.*** |
| **Proposed Presentation Format**  **Identify Option: \_\_\_\_\_\_\_\_\_**  **Length of presentation prepared:**  **Option 1**: 20-Minute Presentation  **Option 2**: 30-Minute Presentation  **Option 3**: 40-Minute Presentation  **Add 5 minutes before/After for introductions and closing remarks**  **Total Speaking Delivery Time \_\_\_\_\_\_\_\_\_** |

**Toastmaster Release Forms: Download, sign, and return Photo and Video Release forms.**

**https://www.toastmasters.org/~/media/0E7402AA7AC641589E49BBAB62909B6C.ashx**

**https://www.toastmasters-d18.org/wp-content/uploads/2017/03/Video-Release-Form.pdf**

**CENTRAL TEXAS SPEAKERS’ BUREAU PRESENTER INFORMATION**

**Selection Process**

* **Initial Review.** The **CENTRAL TEXAS SPEAKERS BUREAU Chairman** will review application for completion. Each applicant from the initial review will participate in a scheduled candidate audition with the **CENTRAL TEXAS SPEAKERS BUREAU Chairman** to discuss the proposal.
* **Candidate Audition:** The applicant will be asked to deliver a 10-15 minute presentation as part of the regularly scheduled Elite Toastmasters meeting which normally meets on the 4th Thursday of the month.. The candidate should provide:

1. a written speaker introduction
2. a brief overview of presentation
3. describe any exercises, visual aids and handouts

After the presentation, the speaker will be given feedback in round-robin format by Elite members, as well as evaluated by 3 unknown committee judges. Committee will be looking for a smooth and enthusiastic delivery which uses all the Toastmasters speaking techniques. The Committee will offer written feedback and may ask the speaker to reschedule for a second audition for final selection. If no further auditions are necessary, the **CENTRAL TEXAS SPEAKERS’ BUREAU Chairman** will notify each applicant of their status.

* **Changes in Your Presentation:** The Presentations will retain the content, format, audio/visual needs, and room set-up as originally proposed or revised during the selection process. If changes are required, they must be approved by **CENTRAL TEXAS SPEAKERS’ BUREAU** Chairman prior to the implementation of the change(s).

**Presenter Expenses, Reimbursement, and General Guidelines and Rules:**

* **Speaker Fees:** Our Presenters share their expertise without expectation of payment. Requesting organizations often will offer an honorarium or donation, which must be given to the bureau’s treasury. These funds are to be used for educational purposes only, such as purchasing promotional materials for the bureau. No member can profit monetarily. The presenter can accept event meals/refreshment or be reimbursed for printed handouts.
* **Travel expenses: The BUREAU** does not pay any travel expenses for presenters. However, presenter can accept travel reimbursement.
* **No Advertising of Products or Services:** Your club, area and district will benefit, because you’ll build name recognition for Toastmasters while expanding the community’s awareness of your club. Speaker presentations are opportunities to contribute to the Toastmasters community as goodwill public relations. This should be reflected in the content of the presentation. They should not be considered a venue for direct promotion of a product or service or for monetary gain. Neither your presentation nor any visual aids or handouts should promote your product or service. **You may include your name/company name/phone number and website information on the last handout page as long as it is not an advertisement**.
* **Toastmaster promotional pamphlets:**: Presenter can download copies of **Central Texas Speakers’ Bureau** pamphlets from website to give to the organization you will be presenting to. You could send or email the pamphlets to local groups you are interested in that use outside speakers, such as youth groups, chambers of commerce, PTA, churches, and social and civic organizations (Lions, Kiwanis and Rotary). Verify the current addresses before mailing. Follow up with a telephone call, and ask for help with booking from the **Central Texas Speakers; Bureau** chairman.

**Proposed Resources for the Professional Speaker:** .

**Remember, the audience wants to know What’s in it for Me (WIFI). Get familiar with the Toastmasters Public Relations manual project #1 The Goodwill Speech.**

**Additional resources are from the Professional Speaker manual:**

**Project #1 The Keynote Address**

**Project #2 Speaking to Entertain**

**Project #3 The Sales Training Speech**

**Project #4 The Professional Seminar**

**Project #5 The Motivational Speech**

**Appendix pages 35-39 How to Market Yourself as a Professional Speaker**

**(See pg 7 of this document)**

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***Please direct any questions or comments to***

**to Bureau Chairman at**

**Shirley@airmail.net**

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**How to Market Yourself as a Professional Speaker**

**Press Kit, Marketing Items, and Digital Media:** When you create marketing material they should be professionally done. It is as imperative to protect the brand and image of Toastmasters.

**Public Relations Press Kit might include:**

* Testimonial Letters, News/Magazine Articles.
* Graphics and/or photograph, i.e. B&W glossy, 1 full figure & 1 head shot.
* Promotional items, such as DVD’s CD’s, YouTube Video.
* Personal blog’s, podcasts, or websites.

**Personal brochure or pamphlet should include:**

* Type of speech, i.e. convention keynote seminars, workshops, or after dinner events
* An abstract which has dynamic speech tile and a brief phrase or two about the content
* Bio description of who you are and your background and expertise.
* Indicate audience you wish to reach and specialty area (Education, Entertainment, Motivation, and Inspiration).

**Preparing Yourself for a Successful Appearance:** A speaker should be perceived as credible by the audience, I.e. honest, upright, and trustworthy, but also creditability is affected by the manner in which a speaker is dressed. **What are the basic rules of dress?**

* Dress slightly better than the audience. Dark shades of blue are the safest colors.
* Simplicity holds audience’s interest. Don’t wear anything that may distract
* Wear a solid color or a high-contrast 2 piece outfit which can contrast to background, if known.

**What the Audience wants from a Professional Speaker: Audience wants to know What’s in it for Me!**

*The* popularity of a speaker which wins the goodwill of the audience is related to:

* the charm, friendliness and graciousness, and humility of the speaker.
* character traits of self confidence, tact, enthusiasm, and experience.
* mastery of subject, ability to think clearly, self control, and presence of mind.
* knowledge of the concepts of effective speaking, and knowledge of literature.

**Connecting with the Audience:** The Speaker should acknowledge their introduction. The event chairman should meet with you beforehand to be sure they can pronounce your name, places, or things in your introduction. You should control your introduction by writing your own which should include these elements:

* Why you are qualified to speak to this audience.
* Why you are addressing your particular topic.

**Tips that Hold the Audience Attention:**  Professional speakers develop a repertoire of methods they can draw on at will to counteract negative feedback they see when reading the audience.

* Study faces and posture for alertness.
* Add humor, stories, dramatizations, pauses, ice-breakers.
* Have dialogue with audience, and interactive presentations.

**How to Market Yourself as a Professional Speaker**

**The Professional Speaker Manual, Appendix pages 35-39**