

District 48 Speakers Bureau

Membership Handbook

The District 48 Speakers Bureau promotes Toastmasters by offering complimentary speakers to various organizations throughout Southwest Florida, serving Pasco, Hernando, Hillsborough, Pinellas, Sarasota, DeSoto, Charlotte, and Lee Counties.

Unlike a Toastmasters Club, there are no membership dues, officers roles, or typical functionary roles. We operate on the premise that those who have become Qualified Speakers will be an expert on their specific topics and that all members will participate at a professional and committed level. We provide a forum for Toastmasters to advance their skills, give higher-level presentations, deliver robust evaluations, and learn how to become professional speakers. This environment helps members to develop their confidence to be successful at a professional level.

Mission

Our mission is to connect Qualified 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

Our success depends on providing excellent, quality presentations with the highest level of professionalism and commitment. The community, District and membership are our customers. Our standard is to serve each with excellence and integrity.

Accountability

We believe in taking full personal responsibility for our performance as individuals and as an organization. We represent Toastmasters International, District 48, the Speakers Bureau, and each other. We hold each other and ourselves accountable for maintaining the highest standards and increasing the reputation of the organizations we represent.

Community

We believe in the importance of being active members of our communities, and promise to provide leadership, education, and encouragement to the various businesses, non-profit organizations, and service groups within District 48.

Excellence

We believe that excellence is the standard for all we do and is achieved by constantly seeking to improve our skills, being open to observations and delivering at the highest and most professional level possible.

Integrity

We conduct ourselves with the highest ethical and legal standards creating an organization with a reputation for the highest levels of honesty, fairness, trustworthiness, and sincerity.

Customer Satisfaction

We measure customer service and member satisfaction through surveying and applying lessons learned to enhance the overall satisfaction of all customers, internal and external.

Membership

Membership in the Speakers Bureau is comprised of Emerging Speakers and Qualified Speakers.

Emerging Speakers

1. Qualifications

- a. Member in good standing of a club in good standing in District 48 – you've paid your dues- club is active- 8+ paid members
- b. Earned ACB or higher in legacy, Level One
- c. Completed an application for membership

2. What's Expected of Me?

- a. Keep contact information current and up-to-date by notifying the Chair of any changes
- b. Attend and participate in monthly meetings, including serving as greeters, time keepers, Sergeant-at-arms
- c. Uphold the mission and values of the D48 Speakers Bureau
- d. Understand that D48 Speakers Bureau cannot guarantee a speaking opportunity

Qualified Speakers

1. Qualifications

- a. Meet the requirements and expectations of an Emerging Speaker
- b. Achieved a ACG/Level 2 or have *paid* professional speaking experience
- c. Attended at least 2 meetings before presenting a Qualifying Speech
- d. Deliver one 18-22-minute qualifying speech (topic of your choice)
- e. Received an overall average rating of an 8 (out of 10) from each Qualified Speaker in attendance. This indicates that the voting member feels you are ready to represent Toastmasters, District 48, and the Speakers Bureau.

2. What's Expected of Me?

- a. Once you're a Qualified Speaker, provide the Chair with the following:
 - i. Biographical information
 - ii. List of topics and services: including presentation titles if possible and services you offer: emcee, consulting, training sessions, etc.
 - iii. Headshot: jpeg, png photograph,
- b. Attend meetings* and help qualify other members – give back to the Bureau
- c. Give educational presentations at the monthly meetings

- d. Keep contact information current and up-to-date by notifying the Chair of any changes
- e. Agree to be contacted directly by organizations seeking speakers
- f. Email the 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 D48 web site.
- g. Provide feedback form to the Bureau after each speaking engagement
- h. Understand that D48 Speakers Bureau cannot guarantee a speaking opportunity
- i. Agree to grant the D48 Speakers Bureau the right to reconsider your membership if you are not able to maintain any of these terms

Qualified Speakers

How Do I Prepare to Give a Qualified Speech?

1. Review the “qualifications” sub-section under Membership above
2. Attend monthly meetings regularly to learn from Qualified Speakers and educational presenters
3. Present your speech at your home club
4. Present at various other clubs - including advanced clubs – to provide you with exposure to diversity and prepare you for “the real world”.
5. Contact the Chair and sign up to present your 20-minute qualifying speech

How Do I Conduct Speaking Engagements?

Speaking engagements arranged through the Bureau are:

1. Complimentary and
2. An effort to promote Toastmasters

You need to mention Toastmasters in your presentation, and you should also 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 Bureau website, prospective clients who obtain speaker contact info from our website, and contact him/her 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 Bureau - where you would be introduced as, or considered to be, a representative of Toastmasters. The Bureau does not become involved in the scheduling of any paid appearance, 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're 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 setup a table with your products, brochures, business cards, etc. Please discuss this with the event planner for their approval.

Speaker's Guidelines for Excellence

- As a way to help promote and measure success, email the D1 Speakers Bureau Chairman of the date, location, time and contact for each speaking engagement booked as a result of the Bureau. This will be featured on the D48 web site.
- 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 or organization for postponement or cancellation of any speaking engagements AND notify the Bureau Chair.
- Show up on-time to all speaking engagements and to dress appropriately.
- Mention Toastmasters somewhere in your presentation and direct audiences to the D1 Toastmasters web site for more information whenever possible. (www.District48.org) 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 Bureau for use in evaluating our program and promoting in our marketing pieces.

Monthly Meetings

Meetings are comprised of 4 main sections as listed below. Part of your membership in the D48 Speakers Bureau is an expectation to participate in the meetings in a way that enhances the value of the organization and supports the members. This can be achieved in the following ways:

Educational Presentation

- Each meeting will start with an educational presentation that is geared toward helping the membership advance their speaking and leadership skills.
- Qualified Speakers have an opportunity to share their skills by contacting the Bureau Chair and scheduling a date.
- All members can assist the Bureau Chair by recommending experts and high-quality speakers (outside of the Bureau) who could provide their services.

Qualifying Speech(es)

- A potential Qualifying Speaker will give a 20-minute presentation (on the topic of his/her choice).
- Qualified Speakers in attendance will vote on the presentation and decide if the candidate has met our standard level of excellence and is ready to represent District 48 Toastmasters and speak in the community. Presentations will be evaluated on content, delivery style, overall presentation, and appearance.
- The Bureau Chair tallies the vote and notifies the candidate of the results within three days.

Evaluations

- After each qualifying speech, Qualified Speakers will provide an oral evaluation – similar to a round-robin format – and complete a written feedback form that will be given to the qualifying candidate. Evaluations are designed to be keen and top-notch so that the speaker can excel at a professional level.

Showcase Success

- This is an open forum for Qualified Speakers to share experiences in speaking outside the club, share leads, and discuss lessons learned, success stories, etc.

Help Promote the Bureau

- The best promotion is word of mouth. Testimonials help to spread the word about the 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 – through the use of brochures, emails, and personal contact, organizations are directed toward our District 48 Speakers Bureau website on your personal website - create a link to the Speakers Bureau page:
Insert District SB web page address here
- Get business cards with your contact information.