GUIDE TO PROGRAM CHAIRMAN

Upon taking office: Get the list of speakers from outgoing Program Chairman. Contact the speakers and confirm date, topic and payment having been made. Verify these speakers are on the website: http://www.servicesca.org/upcoming_speakers.htm. Introduce yourself as incoming Program Chair to the media contacts: Chronicle, HBJ, Greensheet and the current list of printed, broadcast and TV. If there is no list, start one. Under FCC regulations ALL media must perform a specific number of Public Service Announcements each year or face penalties.

STEP ONE – obtaining speakers:
A) Commit the speaker to a specific date of the next available opening. Get a business card. Give your business card. Get the speaker’s e-mail address and cell number when not on the business card.
B) Get the title on a topic of interest to business owners. Keep titles brief (less than 75 characters, including title, speaker name, speaker company, quotation marks and spaces) and "catchy." Do not consider the speaker booked until you have a specific date, a specific title, payment and you have sent the confirmation e-mail (STEP FOUR).
C) Inform speakers this is to be an educational and totally non-commercial message unless they intend to pay a $100 commercial message fee as required by the co-op by-laws, which allow exceptions only of non-profits, Associates and Candidates (Candidates pay $50.00 for commercial messages).
D) Inform speakers they are to provide their own replacement with the same title should they have to miss their assigned speaking date.
F) Inform them you'll need a bio a week before their presentation.
G) Inform them the particulars on the presentation will be posted on the SCA site http://www.servicesca.org/upcoming_speakers.htm and given to media.
H) Inform them they have the option to obtain a video of their 10 minute presentation for $100.00 and that they can use this video to assess the quality of their presentation or send it to groups interested in booking them as a speaker. Inform Central when a speaker chooses this option so that recording equipment is available.
I) Have speakers booked 6 to 8 weeks in advance with specific date and title.
J) Speakers (or someone from their organization, excluding charities) are to attend a Chapter meeting prior to being booked or they will not speak.
K) Speakers are to have a handout with complete contact information, business cards and wear professional attire. (Coat and tie for men.)
L) Contact and verify speakers, titles and dates upon becoming Program Chairman. (STEP TEN.)
M) Notify media and send a copy to the Chapter President and Central: service@servicesca.org.

STEP TWO – updating the website:
A) This is the format to send Central for update of the web page at http://www.servicesca.org/upcoming_speakers.htm. Copy it to the Chapter President. Note it contains the following information:
Date, Title, Speaker, Company, Telephone, E-mail and URL.
(example)

**Mar 9 - “Image of Yourself” - Sharon Heinrichs - Mary Kay - 713-816-0346**
sharongorski@marykay.com www.marykay.com/sharongorski

B) Central normally posts the speakers within 24 hours of receiving your updates. Confirm that this is done and accurate by visiting the website and sending a reminder e-mail should it not be updated or accurate.

STEP THREE – informing media:
A) Send the speakers, once a month, six weeks in advance, to the:
   1) Houston Chronicle, Business Section, Weekly Calendar, Sunday Edition, ATTN: Katherine Feser katherine.feser@chron.com and copy to Central service@servicesca.org using the format as follows and update this contact information as personnel change.
   2) Any other media that will publish SCA event and speakers
B) You will notice this format is abbreviated. Do NOT send speakers’ telephone number, URL or e-mail because the media WILL publish it and I) we lose control of RSVPs and II) speakers are sometimes bombarded with solicitations.

(example)

**Houston Chronicle**
**Katherine Feser**
**Dear Katherine:**
**Updated speakers list.**

**Services Cooperative Association (Since 1983)**
**Houston CrossRoads Business Building Breakfast**
**Each Wednesday - 7:15 to 8:30 a.m.**
**Lakeside Country Club – 100 Wilcrest Drive**
**Cost $25.00**
**Date – Topic – Speaker - Company**
(example 1 week – 6 weeks of speakers needed)
**Mar 9 - “Image of Yourself”- Sharon Heinrichs - Mary Kay**

Information/reservations: (713) 932-7495 x 48
http://www.servicesca.org/crossroads.htm

Thank you for your assistance,
(Your name here)
(Your e-mail here) (Your phone number here)

C) **Confirm** that speakers are being posted by looking in the Houston Chronicle, Business Section, Weekly Calendar, Sunday Edition and other media as may be publishing data for SCA.
D) **Send** appropriate holiday cards to media representatives.

STEP FOUR – confirming the speaker:
A) Send **each** speaker an e-mail confirmation and copy to Central service@servicesca.org e-mail using the following format:
(example)
Subject: Speaker Conformation - please acknowledge:

Thank you for agreeing to be the Featured Speaker at the Houston CrossRoads Business Building Breakfast. Remember to bring your bio and handouts on the day you speak and arrange your own replacement with the same topic should you have to miss your committed date.

Please review the Speakers Guide (attached) and at www.servicesca.org/speaker_guide.htm for complete information on your speaking experience. Phone numbers are included for internal use only and will not appear in publicity notices.

The particulars concerning your presentation have been given to media and will also be posted on the SCA site at www.servicesca.org/upcoming_speakers.htm

Unless you have told me otherwise and have paid the $100 Commercial Message Fee, you will be giving a non-commercial message of an educational nature. Your handout can include your notes for your presentation, complete contact information about yourself and your company and your company’s advertising slogan. (Non-profits are excused from any commercial message fee and are encouraged to present full particulars about their operations, mission and/or focus.)

Both regular commercial enterprises (businesses) and non-profits (organizations) may purchase an optional video recording of their presentations for $100.00 when you notify us in advance.

Mar 9 - "Image of Yourself"
Sharon Heinrichs - Mary Kay - 713-816-0346
sharongorski@marykay.com www.marykay.com/sharongorski

We are excited to have you as our Featured Speaker and look forward to your presentation.

Best regards,
Program Chairman

STEP FIVE – reconfirming the speaker:
A) The week before the presentation, contact the speakers for bio information and prepare the Speaker Certificate. Remind the speaker to call in his or her reservation no later than noon on Monday of the week they are to speak: (713) 932-7495 x 48.
B) Contact the speaker again the week of the presentation.

STEP SIX – greeting the speaker:
On the morning of the presentation:
A) Lay out a fresh looking speaker ribbon at the registration table.
B) Greet the speaker at the door.
   1) Get the speaker registered (first time table or repeat table).
C) Collect the handouts and place them on the ends of the tables after the speaker is registered.
D) Take the speaker to assigned speaker seat in front of the Texas flag.
E) Affix the speakers' ribbon, tell them that you will introduce them using the bio provided, that the Chapter President runs a very time sensitive meeting and they are to remain at the lectern when their presentation is over so you may award the speaker's certificate.
F) Introduce them to Associates, Candidates and guests.
G) After the presentation, read the entire speaker certificate before you hand it to them. Hold the framed certificate facing the audience as you read it.
H) Gather any stray blue slips that have not been sent the speaker and retrieve the speaker ribbon before the speaker leaves.
I) Should the speaker have made any reference to what he/she does or what his/her company does, it is deemed a commercial message and you will ask the speaker for the commercial message fee at the close of the meeting (excluding non-profit organizations).

STEP SEVEN – updating the board:
A) Provide a Program Chairman’s Report to Chapter President for Board of Directors meeting by noon the Wednesday before the 3rd Thursday of each month
B) Report shall consist of the next 6 to 8 weeks confirmed speakers including speaker name and company, presentation title, full contact data and if the presentation will be of a commercial nature with $100.00 commercial message fee having been paid and if the speaker wishes to purchase the optional video recording for $100.00

STEP EIGHT – having backup speakers:
A) When a speaker has a last minute emergency, cannot possibly attend and has arranged no replacement speaker with the same topic as has been advertised, use a backup speaker from the Officer Team.
B) Have such backup speakers with pre-prepared handouts, which are stored in the Chapter black box along with backup Speaker Certificates and frames.
C) Contact and verify backup speakers, titles and handouts upon becoming Program Chairman

STEP NINE – Replacing speakers:
A) When a speaker cancels several weeks in advance of the committed speaking date, obtain a new speaker and report the change to media and Central.
B) Do not break your speaker order by rearranging speakers once it has been sent to media or Central.

STEP TEN – Changing Program Chairmen
A) As incoming Program Chairman, get a list of confirmed speakers from outgoing Program Chairman. Should no such list be available, consult the web page at http://www.servicesca.org/upcoming_speakers.htm.
B) Introduce yourself and confirm the speakers with date and title of presentation.
C) As outgoing Program Chairman, send an email introducing the incoming Program Chairman to media and your confirmed/intended speakers and provide the list of confirmed speakers, topics, prospective speakers you have and your media contacts to the incoming Program Chairman.