



## KENTUCKY CHAPTER

# Speakers' Bureau Playbook

### **A. Mission**

To provide a pool of Public Speaking Professionals who can provide high level subject matter expertise and a compelling case for change regarding Sustainable Design and Construction in Kentucky. Advocate for membership for the KY Chapter USGBC.

### **B. Audiences Served**

- Conferences
- Trade Shows
- Civic Organizations
- Professional Organizations
- Educational Entities
- Government
- Societies
- Non-Profit Organizations
- For-Profit Businesses

### **C. Goal of the Speaking Engagements**

- Communicate USGBC messaging to the public
- Provide resources and information to the citizens of KY in the area of “Sustainable”
- Provide resources and information to the citizens of KY in regard to the USGBC
- Transfer information and knowledge from subject matter experts to the audience
- There will be two speaking engagement pursuits:
  - ❖ Member Non-Customer Audience
  - ❖ Member Customer Audience

### **D. Speaker Qualification, Criteria, and Duration**

- Must be a current member of the KY Chapter of the USGBC.
- Must be a LEED Green Associate, or LEED Accredited Professional, or Green Advantage Certified, or current/past member of the KY USGBC Board of Directors, or current/past KY Chapter Committee Chair or Task Force Leader.
- Must have attended a USGBC Speaker's Bureau Training session.
- Must execute a USGBC Kentucky Chapter Conflict of Interest Policy and Anti-Trust Policy Statement Acknowledgment Form.
- Shall be Approved by the Speakers Bureau Committee on an Annual Basis

- Must successfully present the USGBC-KY Advocacy Story to the Speaker's Bureau Task Force or select designated approval body. Approval by this group is required in order to be authorized to present on behalf of the chapter.

## **E. Process for Qualifying Speakers**

- Potential Speaker complete a Speakers Bureau Speaking Application
- The Speaker Bureau Committee reviews the application, may interview the applicant and either approves or denies the application
- If the Speaker and presentation material is approved they are added to the database

## **F. Speaker Database**

- An Excel Spreadsheet will be maintained by the Speakers Bureau Committee and KY USGBC Google Docs. This list will be updated and approved by the Speakers' Bureau Committee on an annual basis.
- The database will include the name of the speaker and the subject matter in which they are qualified to present
- The data base will be used to source speakers as requests for speakers and specific subjects arise
- The Presentation, Templates and Speaker list shall be maintained for limited access on KY USGBC Google Docs

## **G. Proactive Pursue of Speaking Engagements**

- A KY USGBC Member targets a group or organization for a presentation
- The member secures the speaking engagement
- The member contacts the Speakers' Bureau Speaker Coordinator to select the appropriate approved speaker from the database
- The selected speaker contacts the member to coordinate and schedule the presentation
- In order to take advantage of the opportunity for active volunteers to advocate for the KY USGBC and drive potential membership, during routine sales and miscellaneous presentations the following introduction presentation protocol has been established:
  - ❖ The speaker must be approved by the Speaker's Bureau and must present in accordance with the Speaker's Bureau introduction presentation protocol and talking points.
  - ❖ If the audience is a customer of the member and the member will be presenting his or her company product or services material there must be a clear distinction make that the USGBC is not endorsing their product. In addition there must be a distinct break in the product presentation and KY USGBC introduction. This presentation will available through the KY USGBC website for use by active KY USGBC volunteers.
  - ❖ Talking Points for Advocacy Introduction Presentation
    - At the end of the product/services presentation the presenter shall announce to the audience that the product presentation has ended and he/she would now like to introduce an organization that he/she is involved with.
    - The presenter reviews the slides provided by the Speakers' Bureau to advocate for the Chapter and to invite membership. See attached introduction slides.

## **H. Requests for Speaking Engagements**

- A citizen of KY or organization requests a presentation of a specific topic from a KY USGBC member
- The member secures the speaking engagement
- The member contacts the Speakers' Bureau Speaker Coordinator to select the appropriate approved speaker from the database
- The selected speaker contacts the member to coordinate and schedule the presentation
- An Honorarium Donation of \$50 is suggested when the speaker is confirmed to the organizer.

## **I. Follow-Up After Speaking Engagement**

- For requested engagements, "Thank You" note shall be sent by the speaker on behalf of the KY USGBC to the audience's organizer of the presentation along with a questionnaire of the quality, relativity, and benefit of the presentation.