



# Speaker's Bureau Toolkit

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*Created by Action on Smoking and Health*



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# About this Toolkit

This toolkit provides the following resources to assist organizations in establishing and maintaining a Speaker's Bureau (SB), an activity that is required for all Local Lead Agencies (LLAs). Further details on the following sections are contained within this toolkit.

## FACT SHEET

### *Everything You Should Know Before Establishing a Speaker's Bureau*

This fact sheet provides a comprehensive understanding of a SB including its purpose and operationalization. It will also address how a SB can maximize your organization's impact and enhance your partnerships. If your organization is unsure of whether a SB is appropriate, consider reading through this fact sheet first.

## STRATEGIC OUTREACH

To attract prospective speakers to register with your SB, establish a plan for outreach. This toolkit includes strategies and messaging that your organization can employ to promote your SB and engage people to complete the speaker registration form and SB overall, as well as templates that you can use for outreach efforts such as flyers and sample posts for social media.

## TEMPLATES

The following templates provide a list of essential questions and basic structure that will aid in collecting key information specific to each form. The purpose of these templates is to provide a starting point, but they can be edited to better suit your organization's needs. Following each template are two examples that demonstrate how the forms can be operationalized using Google Forms or a fillable PDF Document.

### *Speaker Registration Form*

Recruiting speakers is a critical aspect of establishing an SB. Utilizing a speaker registration form will help to document and track interested individuals. While this template requests information from external parties, it will ultimately be used internally. Therefore, when building this form out further, keep in mind that the registration form will likely act as the speaker's profile so the questions asked should inform how the speaker can be a partner of the SB.

### *Speaker Request Form*

Prepare your speakers to deliver key messages at various engagements. The strength of the speaker request form lies in the specific intel you require, which helps your organization understand what the requestor needs and identify the best candidate to fulfill each request. When developing this form further, be sure to include questions that enable you to pinpoint ideal speakers.

### *Speaker Evaluation Form*

Matching members from your organization's SB with engagement requests is, for the most part, conducted internally or between two primary parties. To calibrate your decision-making process, it is important that you offer an opportunity for event attendees to provide feedback about a speaker's presentation. The evaluation form should include questions that identify potential weak points and provide an opportunity for reviewers to describe their experience in their own words.

## **TRAINING**

This toolkit also includes content that can be employed to orient and/or train individuals who may benefit from a deeper dive into the role of a spokesperson. In fact, you can request a spokesperson training from ASH staff. This training will strengthen your abilities to develop key messages, respond to media requests and improve your confidence to speak at public events.

**Contact Action on Smoking and Health,**

***[projectsunset.ash.org](http://projectsunset.ash.org)***

**Megan Manning  
*[manningm@ash.org](mailto:manningm@ash.org)***

# Fact Sheet

## Everything You Should Know *before* Establishing a Speaker's Bureau

### What is a speaker's bureau?

The objective of the Speaker's Bureau (SB) is to inform, educate, and increase the understanding of a particular topic. A SB is a collection of speakers who talk about relevant subjects. Qualified speakers are a very popular and effective means of promoting education and understanding. A SB is a means to meet the public's request for first-hand/real-time information on emerging public health issues, or other areas of interest.

- SB services are often relied upon when organizations or groups need a speaker or presenter to attend a specific event or speak to a group and share their expertise.
- Being a speaker is voluntary. There is no fee to participate in a SB, nor is there a cost for organizations to request or utilize SB services.

### How do I create a speaker's bureau?

#### **Step 1: Outreach**

Conducting outreach will help your organization recruit speakers and promote your SB for others to utilize. Below are platforms that your organization can use to meet your outreach needs:

- Posting on your organization's website and social media platforms;
- E-mailing to your organization's network and include information on the SB in any newsletters or updates that are sent out regularly;
- Posting on resource hubs such as Partners, Online Tobacco Information System (OTIS) calendar, and/or the Rover Library;
- Locating community bulletin boards, existing volunteer groups related to public health, local parent organizations at schools; or
- Creating advertisements to be announced on collaborative partners sites or activities.

For more guidance, view the "Strategic Outreach" section in ASH's Speaker's Bureau Toolkit [here](#).

#### **Step 2: Speaker Registration**

As you are conducting outreach, make sure you have your Speaker Registration Form ready for prospective speakers to fill out and submit.

Whether you are providing an electronic registration form or a fillable PDF, your organization needs to determine what the submission process entails and clearly share this expectation with the community.

To see a template of a Speaker Registration Form, view the "Templates" section in ASH's Speaker's Bureau Toolkit [here](#).

### ***Step 3: Promotion***

Once your SB has trained speakers, prepare to promote your service so that external parties and organizations can take advantage of your SB. Utilize a similar approach to Step 1 and be sure to note the following details:

- SB services are completely free. Requestors do not need to pay a fee.
- Instructions on how to submit a Speaker Request form (see the following section for more details).

## **What should I expect after I've created a speaker's bureau?**

### ***Speaker Requests***

After promoting the SB, prepare for external parties and organizations to request your service by filling out and submitting a Speaker Request form. This could include public health organizations, local coalitions, academic institutions, etc. The details in the form will help your organization understand the requestor's needs and pinpoint the ideal speaker to fulfill these needs.

To see a template of a Speaker Request Form, view the "Templates" section in ASH's Speaker's Bureau Toolkit [here](#).

## **How do I evaluate a speaker's bureau?**

### ***Speaker Evaluations***

Providing an opportunity for others to evaluate your organization's SB will strengthen this service. When developing a Speaker Evaluation form, prioritize attendees at events as your evaluators and consider using web-based surveys that can be completed on a mobile device.

To see a template of a Speaker Evaluation Form, view the "Templates" section in ASH's Speaker's Bureau Toolkit [here](#).

## **How do I maintain a speaker's bureau?**

### ***Training***

It is highly recommended that your organization offer frequent and ongoing opportunities to educate and train your SB. This will ensure that you stay up to date with your speakers' needs and be able to gather feedback regarding their experience. Below are examples of trainings that you can create and use to maintain your SB:

- New Member Orientation
- Monthly/Quarterly Trainings
  1. Preparing to Speak to the Media or Elected Officials
  2. Spokesperson Training
  3. Fundamentals of Organizing a Presentation

To see which trainings have already been created and are available to your organization, see the "Trainings" section in the ASH's Speaker Bureau Toolkit [here](#).



# Strategic Outreach

## Strategies

### ***Channels of Communication***

#### Social Media

Develop content to share on your organization's social media platforms. Be sure to utilize concise language and imagery to capture your target audience. Keep in mind that some platforms might have character restrictions (i.e. Twitter).

#### Website

If your organization has its own website, announce your SB on the home or welcome page. If possible, create an SB hub or sub-page on your website so that visitors can find all SB-related information in one place.

#### Mailing List

Send e-mail announcements to individuals on your organization's mailing list, especially lists that entail individuals that attend or have attended your organization's events.

#### Podcast Announcements

If your organization has a podcast or knows of podcasts produced or hosted by others in your network, consider developing verbal ads that can be read during podcast episodes.

#### CA Tobacco Control Resource Websites

For organizations that have access to the Partners (California Tobacco Control Program) CTCP site, submit a "CTCP Update" to be included in weekly announcements. Additionally, consider promoting the SB on Rover Library and/or the Online Tobacco Information System (OTIS) site. While organizations should also aim to recruit speakers outside of the existing tobacco control network, these sites can serve as a starting point to get the word out. Focus on other aspects to promote your SB such as those mentioned above.

#### Other Sources

Consider community centric outlets such as bulletin boards located in areas or businesses where people tend to congregate including hospitals, clinics, churches, etc. Other outlets could include public health volunteer organizations and/or parent organizations at schools.

### ***Recruitment***

Depending on your organization's area of focus, start by determining the kind of subject matter experts you would need in your SB. For example, if your organization supports youth cessation, you might target youth advocates, educators, or pediatricians. Once you have identified your "must have" versus "nice to have" expertise needs, begin your targeted recruitment efforts using the channels of communications mentioned.

## Messaging

There are three key points that should be emphasized during your outreach efforts. The first is that speakers who register to join the SB, do so voluntarily. The second is that requesting a speaker from the SB is completely free and there is no charge associated with doing so. Finally, determine how much time your organization would need to fulfill a speaker request and inform others of that timeline.

Other key details that will help promote your SB include:

- The expertise that speakers in your SB can offer requestors.
- How prospective speakers can register and/or how they can request a speaker from your SB.
- Whether your organization provides training for speakers who are interested but hesitant to join your SB due to lack of experience.

## Opportunities

### ***Media***

Your organization could be asked to provide a speaker for engagements hosted by media outlets such as:

- Live interviews on television, radio, social media platforms, etc.
- Respond to or comment on an op-ed, blog post, etc.
- Speak to the press
- Speak at community meetings
- Provide educational talks

### ***Events***

Some of the events that your organization should expect to receive speakers requests for include but are not limited to:

- Serve as a member of a panel
- Share updates at meetings
- Present at conferences
- Host webinars
- Attend city council meetings and speak to elected officials or Board of Supervisors

## Templates

The next section is dedicated to templates that your organization can use to conduct outreach and begin establishing your SB.



# Trainings

## Preparing to Speak to the Media or Elected Officials | ASH

In some cases, prospective speakers might feel like they would benefit from an orientation or training of what to expect as a member of the SB. This training will strengthen your ability to develop key messages, respond to media requests and improve your confidence to speak at public events.

### Schedule a Training:

ASH: Megan Manning [manningm@ash.org](mailto:manningm@ash.org)

## Spokesperson Training | American Heart Association (AHA)

This training will teach our tobacco control advocates how to give formal testimony, to speak to the media and community groups, and how to communicate and build relationships with policy makers in a format that they can train others. Will empower messengers to speak on behalf of the issues and to understand the role of a spokesperson in a variety of venues/settings, mostly at decision maker meetings, with the press, at community events, and in front of a public audience.

### Schedule a Training:

AHA/Tobacco Endgame Center for Organizing & Engagement:

Amber Valenzuela [amber.valenzuela@heart.org](mailto:amber.valenzuela@heart.org)

## Fundamental of Organizing a Presentation | AHA

Get the basics for organizing a presentation that can be delivered to varied audiences such as community groups, at public events and before local policy making bodies. The training will focus on the unique style and presentation format required of these varied audiences.

### Schedule a Training:

AHA/Tobacco Endgame Center for Organizing & Engagement:

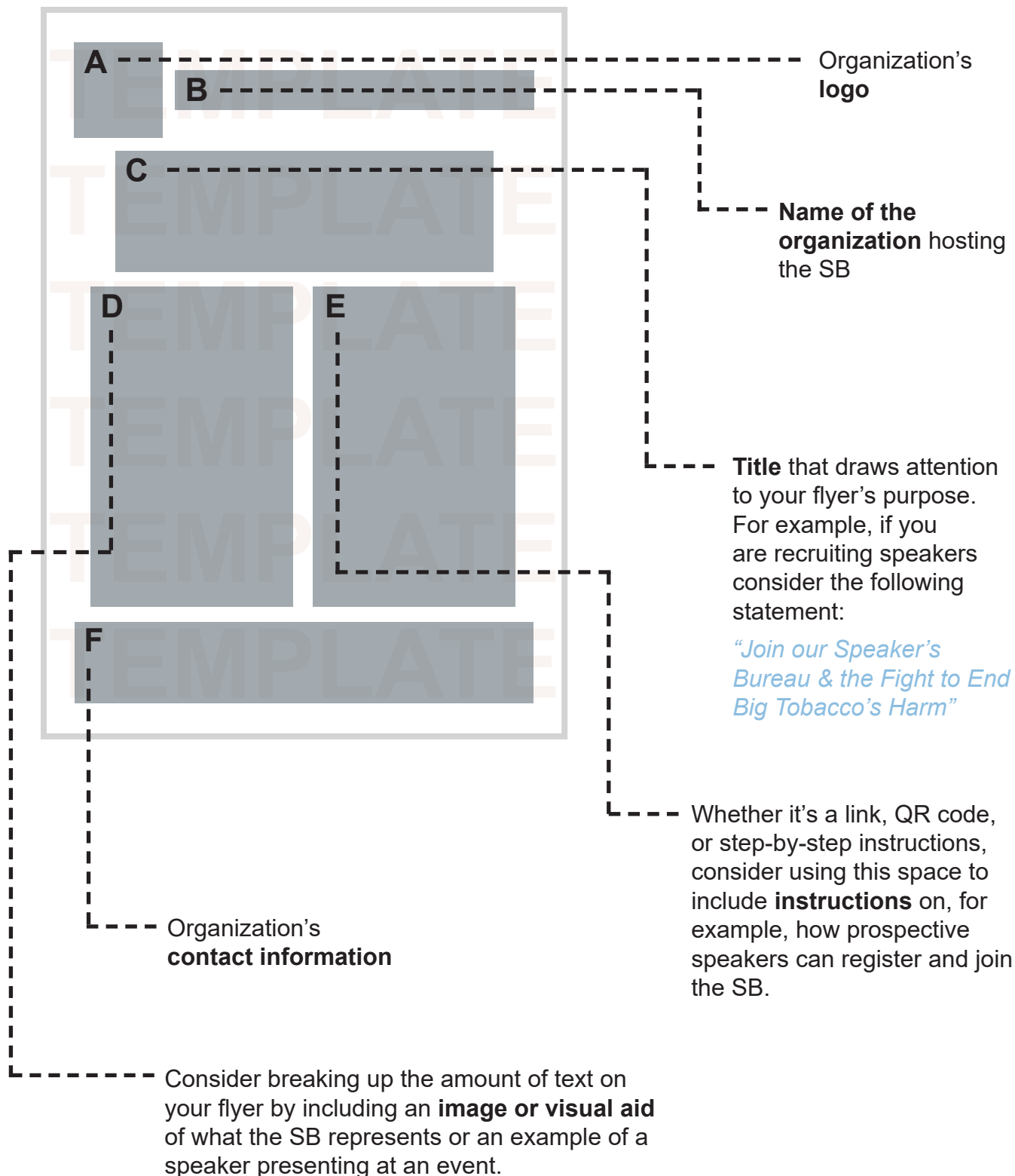
Amber Valenzuela [amber.valenzuela@heart.org](mailto:amber.valenzuela@heart.org)

## Don't see the training that you need?

Visit [projectsunset.ash.org](https://projectsunset.ash.org) for more information.

# Templates

## Flyer Placement Sample





## Speaker Registration Form Sample

*The objective of the Speaker's Bureau is to inform, educate, and increase understanding of niche topics. If you believe your area of expertise or personal training can lend itself to advancing the knowledge of the individual, community, and societal impact for tobacco control leaders, we encourage you to enroll in our Speaker's Bureau. As a member, you agree to be contacted and considered for speaking engagements that align with your expertise and experience.*

### Contact Information

**First Name:**

**Last Name:**

**E-mail Address:**

**Phone Number:**

**City, State, & Zip Code:**

### Background and Expertise

**Are you registering as an independent speaker or representative of an organization?**

- ☐ Independent
- ☐ Representative
- ☐ Both

If you're registering as a representative,

**Name of Organization or Institution:**

**Role:**

**Do you require clearance before speaking at events?** ☐ Yes ☐ No

If yes, from whom (Name and Contact Information):

**How long does clearance normally take?**

**How long have you worked in tobacco control, if applicable?**

**Education (Optional):**

### *Area(s) of Expertise*

**Please identify the area(s) of expertise that you feel comfortable speaking about at events. (Select all that apply) Please use the “Other” option to indicate topics not listed.**

- ☐ Commercial vs. Traditional Tobacco
- ☐ Education Campaigns
- ☐ Electronic Nicotine Delivery Systems
- ☐ Endgame strategies
- ☐ Environmental Impact of Tobacco Products Waste
- ☐ Flavored Tobacco Products
- ☐ History of Tobacco Control
- ☐ Impact of Secondhand/Thirdhand smoke
- ☐ Lived Experience (i.e. former or current person who smokes or suffers from second-hand smoke)
- ☐ Multi-Unit Housing
- ☐ New Regulations and Guidance
- ☐ Novel and Future Tobacco Products
- ☐ Smokeless Tobacco
- ☐ Tobacco Cessation
- ☐ Tobacco endgame policy ideas from around the world
- ☐ Tobacco Industry Documents
- ☐ Tobacco industry interference in policy making
- ☐ Tobacco Policy Update
- ☐ Tobacco Retail License
- ☐ Tobacco’s contribution to health inequity in marginalized communities
- ☐ Other, please specify: \_\_\_\_\_

**Please describe your public speaking experience or perspective either in general or as it pertains to the to the areas of expertise you indicated in the question above.**

### *Additional Information*

**Would you be interested in any of the following trainings to support your role as a speaker?**

- ☐ Preparing to Speak to the Media or Elected Officials
- ☐ Spokesperson Training
- ☐ Fundamentals of Organizing a Presentation

#### **IN-PERSON EVENTS DURING COVID:**

- ☐ If safety precautions are set in place, I would you feel comfortable speaking at in-person events.



## Speaker Request Form Sample

*Do you need someone who can help you educate others about a specific topic? Let our team find the right person for you. Please note that there is no cost to utilize this service. To ensure we have enough time to coordinate a speaker for your event, it is preferable that you submit a request AT LEAST # [DAYS/WEEKS/MONTHS] in advance.*

### Event Information

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**If date and time are unknown or flexible, please provide a general time frame for the speaker to consider.**

**Location:** \_\_\_\_\_

**Audience: (Select all that apply)**

- ☐ African/Black Community
- ☐ American Indian or Alaska Native Community
- ☐ Asian Community
- ☐ Councilmembers or Board of Supervisors
- ☐ Educators
- ☐ Environmental Advocates
- ☐ Faith Communities
- ☐ Families
- ☐ Healthcare Workers
- ☐ Investors
- ☐ Latina/o Community
- ☐ LGBTQ+
- ☐ Local Businesses
- ☐ Native Hawaiian and Pacific Islander Community
- ☐ Retailers
- ☐ Rural Communities
- ☐ Youth
- ☐ Other, please specify: \_\_\_\_\_

## Speaker Preferences

**Please identify the expertise you are looking for in a speaker. (Select all that apply) Please use the “Other” option to indicate topics not listed.**

- ☐ Commercial vs. Traditional Tobacco
- ☐ Education Campaigns
- ☐ Electronic Nicotine Delivery Systems
- ☐ Endgame strategies
- ☐ Environmental Impact of Tobacco Products Waste
- ☐ Flavored Tobacco Products
- ☐ History of Tobacco Control
- ☐ Impact of Secondhand/Thirdhand smoke
- ☐ Multi-Unit Housing
- ☐ New Regulations and Guidance
- ☐ Novel and Future Tobacco Products
- ☐ Smokeless Tobacco
- ☐ Tobacco Cessation
- ☐ Tobacco endgame policy ideas from around the world
- ☐ Tobacco Industry Documents
- ☐ Tobacco industry interference in policy making
- ☐ Tobacco Policy Update
- ☐ Tobacco Retail License
- ☐ Tobacco’s contribution to health inequity in marginalized communities
- ☐ Other, please specify: \_\_\_\_\_

**Please describe the key takeaways your speaker needs to address during this event.**

## Requestor Contact Information

**Organization or Institution Name:**

**Request Submitted by:**

**Role:**

**E-mail:**

**Phone Number:**

## Speaker Evaluation Form Sample

*Thank you for attending [NAME OF EVENT] on [DATE OF EVENT] with [NAME OF PRESENTER(S)].  
We know that there is always room for improvement and value any feedback you have to offer.*

**Please evaluation each statement below:**

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. The speaker addressed the audience's questions and comments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The speaker was well-prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The speaker expressed a deep knowledge and understanding of the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The speaker was engaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The subject matter was clearly presented.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The presentation/program met my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The presentation/program improved my knowledge on the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Resources provided were helpful (presentation slides, handouts, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please share any additional thoughts or observations about the program, topic, presentation style, or speaker.**

**Describe how you will use the information learned from this presentation/program?**

- ☐ I am speaking at an event in the future.
- ☐ I will be using this information to train others.
- ☐ I am setting up a Speaker's Bureau in the future.
- ☐ Other, please explain: \_\_\_\_\_
- ☐ I am interested in participating in a spokesperson training in the future.
- ☐ I would like to be added to the ASH listserv.