



NAPERVILLE AREA CHAMBER OF COMMERCE SPEAKERS BUREAU APPLICATION

Thank you for your interest in joining the Naperville Area Chamber of Commerce Speakers Bureau. Your membership will provide you with a great opportunity to educate and demonstrate your expertise on topics that are of interest to Chamber Members and the community at large. We acknowledge the importance to each of us, as Chamber Members, in raising our business visibility, but as a member of the Speakers Bureau we require the tempering of self-promotion and a strong focus on educating and informing so that the audience accepts and benefits fully from your expertise.

To ensure that Bureau members consistently represent the Naperville Area Chamber of Commerce in a quality fashion, the Speakers Bureau has set up a stringent qualification process.

ASSESSMENTS

- Assessments will be scheduled as needed
- The assessment panel is comprised of current Speakers Bureau Members
- You will be asked to prepare a short introduction (100 - 150 words) containing pertinent information about yourself, the topics you speak on, and your target market(s). This introduction, to be read by a panel member at the start of your presentation, ensures the assessors are familiar with your expertise.
- You will also be asked to give a short, but complete, presentation including an introduction, middle and conclusion (8-10 minutes total) based on your area of expertise. This audition should represent an abbreviated version of a topic that you would give at the Power Hour. It is paramount you regard this as an actual presentation and keep in mind that you are “on stage” as soon as you enter the room.

PRESENTATIONS:

The primary purpose of presentations are to evaluate your platform skills and subject matter expertise based on the following criteria:

- 1. Room Presence**
 - a. Confidence and command of the room
 - b. Would you hold the attention of other chamber members?
- 2. Engagement**
 - a. Appearance: Professional attire, posture
 - b. Eye Contact: Connection with participants during delivery, gestures
 - c. Expressiveness: Passion behind topic, facial expressions, voice inflections, gestures
 - d. Relatability: Grammar, vocabulary, connection and rapport building with audience
- 3. Delivery**
 - a. Articulation: Tone of voice, easy to hear
 - b. Clear, concise, comprehensible; confidence with subject matter
 - c. Expressiveness: Passion behind topic, facial expressions, voice inflections, gestures
- 4. Content**
 - a. Format & natural flow of presentation
 - b. Definitive Open, Objective, Call to Action, Close



- c. Displays subject matter expertise
- d. Audio visual supports content

GUIDELINES FOR SPEAKERS BUREAU MEMBERSHIP:

As a member of the Naperville Area Chamber of Commerce Speakers Bureau, I “Speaker” agree to:

1. Qualify by evaluation by Speakers Bureau Advisory Team
2. Be a Naperville Area Chamber of Commerce Member
3. Pay the annual fee of \$150.00 for the Speakers Bureau membership
4. Keep the Chamber updated on bookings
5. Provide current topic overviews and photographs for website purposes
6. Provide a group presentation at no charge to businesses/ associations/ organizations (“hosts”) requesting it. I may set the exact time of the presentation, but it shall not exceed one hour gratis. *Additional negotiations for paid presentations shall be between the speaker and the host.*
7. Provide useful information in my presentations without directly promoting my specific products or services. *If I am asked to provide information about my products or services, I may do so.*

I WILL:

- Provide a brief biography to requesters when asked
- Refer to my background, products, or services as necessary to enhance my presentation
- Defer questions about my services or products until after the presentation
- Ask permission of my host to bring items to sell in the event of individual requests
- Provide host with a post-presentation evaluation form

I WILL NOT:

- Set up a display for the purposes of marketing my products or services.

8. Accept engagements only in areas in which I am qualified and have expertise
9. Act, operate my business, and speak on a highly professional level so as to neither offend nor bring discredit to the Naperville Area Chamber of Commerce Speakers Bureau
10. Avoid using materials, titles, and thematic creations originated by others, either orally or in writing, unless credit is given to the person who created the material
11. Treat other speakers with professional courtesy, dignity, and respect
12. Maintain and respect the confidentiality of business or personal affairs of clients and other speakers
13. Give the Naperville Area Chamber of Commerce the final authority to ensure Members are in compliance with these rules. *Non-compliance may result in removal from the Speakers Bureau.*

Signature: _____ Date: _____

Print Name: _____



NAPERVILLE AREA CHAMBER OF COMMERCE SPEAKERS BUREAU MEMBERSHIP APPLICATION

Name: _____

Company: _____

Address: _____

Phone/ Email: _____

- I have attached four reference letters on company letterhead indicating my competency as a speaker. I understand that these references may be contacted.
- I will provide the Chamber with a bio, topics and picture in .jpg or .gif format for use on the Chamber's website.

Please check the areas of which topics you would like to be listed under on the Chamber's website:

- ___ Business Development
- ___ Communication Skills
- ___ Financial & Tax Planning/ Accounting
- ___ Health & Wellness
- ___ Human Resources
- ___ Professional/ Personal Development
- ___ Sales/ Marketing
- ___ Strategic Planning/ Profitability
- ___ Other _____

Applications should be returned to Lindsay Ewing, Director of Events & Programs via email at lewing@naperville.net or at the Naperville Area Chamber of Commerce office located at 55 S. Main St., Suite 351, Naperville, IL 60540.