



CCA SPEAKERS BUREAU – SPEAKER TIPS

GENERAL:

We are excited to partner with you to provide expertise to the community. As a member of the Speakers Bureau you are representing CCA and agreeing to uphold our standards of professionalism and ethics. We ask that you please keep the following requirements in mind when considering and preparing for a speaking engagement:

- Utilize the provided CCA PowerPoint
- Have a good working knowledge of CCA’s mission and purpose of the Speakers Bureau:
 - **CCA Mission:** The Chicago Compensation Association (CCA) is an independent professional association committed to providing leadership in the education and development of compensation professionals in the Chicago metropolitan area. The CCA advances the body of knowledge of the total compensation field through educational seminars, member forums, a multi-featured website, access to publications, networking opportunities and related activities and services. The Association pursues its mission through the support and effort of individual members, their employers and other related groups.
 - **Speakers Bureau Purpose:** To provide community awareness of the total reward profession, expand CCA’s community service outreach, and provide our members another opportunity to engage with and represent CCA. The intent is to leverage CCA member expertise via volunteer speaking engagements throughout the Chicago metropolitan area.
- Be prepared to answer basic questions about CCA that may come up during the presentation. If you are uncertain please encourage your audience to contact CCA directly.

BEFORE YOUR PRESENTATION:

- All arrangements must be made directly between the organization and the speaker once the engagement is booked through CCA. Be sure to connect with the organization’s contact well in advance to:
 - introduce yourself, share your background, and explain your expertise.
 - understand the audience, topic(s) and purpose of the presentation.
 - confirm meeting logistics...know when and where you are expected.
 - request directions if necessary.
- Be prepared to offer possible dates and times that you are available.
- Confirm the time, date, topic, location, duration of the event, your arrival time, etc. with the host and, if possible, visit the location in advance. Review process for gathering feedback from participants.
- Clarify equipment availability (laptop, projection device, screen, whiteboard, flipchart availability, etc.). If possible, have an emergency backup available.

- Understand your audience and align your discussion to meet the needs of your host organization.
- Know your material thoroughly; review carefully and practice your presentation in advance keeping close watch on the time it takes to cover important information.
- Prepare in advance for discussions by knowing what content you can shorten or exclude in the event your discussion runs longer than anticipated.
- Ensure your presentation will be captivating to your audience so they feel it was worth their time and attention.
- If participating in a panel discussion, calibrate with other speakers in advance. Arrange for one panel member to handle introductions, facilitate the discussion and direct the question and answer session. Know how much time is expected to be allocated to each portion of the panel discussion.
- Contact CCA to request a participation evaluation form. Print copies in advance so you are prepared to distribute at the end of your presentation.

PRESENTATION DAY:

- Dress appropriately for the occasion.
- Arrive 10-15 minutes before your scheduled time.
- Introduce yourself to the host and identify yourself as a member of the CCA Speakers Bureau. Share the CCA mission and Speakers Bureau purpose.
- Begin on time; wait no longer than five minutes to allow late arrivers to get settled.
- Start by introduce yourself as a CCA member. Describe your background and expertise.
- If you have handouts be prepared to distribute them at the appropriate time.
- Stay on topic. Avoid getting sidetracked by philosophical discussions and avoid political and controversial topics.
- To connect with the audience, it may be appropriate to interject analogies, personal stories, and humor.
- Speak loudly, clearly and simply. Avoid use of complicated jargon and terminology and explain any words that a layperson might not understand.
- Glance at your notes periodically; avoid reading from notes for any extended length of time.
- If you make an error, correct it, and continue. No need to apologize profusely.
- If you must disagree on matters of opinion, do so respectfully and calmly.
- Listen to questions, respond to their reactions, adjust and adapt your presentation as needed.
- Pay close attention to how the audience is responding. If what you have prepared is not getting across to your audience, change your strategy and do something to regain their attention such as moving on to the next topic or opening the floor for questions.
- Allow time for questions and answers.
- At the end of your presentation summarize your main points, share CCA contact information, explain membership opportunities, encourage participation, etc.
- Gather participant feedback at the end of your presentation using the form provided by CCA. Distribute forms, collect from participants, and return to CCA. Completed forms may be scanned and emailed to info@chicagocompensation.org or mailed to:
 - Speakers Bureau
 - Chicago Compensation Association
 - 1717 North Naper Blvd., Suite 102
 - Naperville, Illinois 60563
- If dialogue is strong, consider offering to stay beyond the scheduled end time. Give all participants an opportunity to exit then reconvene to address individual questions.