

HOW TO START A TOASTMASTERS SPEAKERS BUREAU

CONGRATULATIONS!

You have made a wise decision to have a Toastmasters speakers bureau. You'll find that your members will benefit, because they'll have a variety of outside speaking experiences available to them. Your community will benefit, because you'll supply skilled speakers to talk on worthwhile causes and address organizations in need of speakers. Also, your club, area and district will benefit, because you'll build name recognition for Toastmasters while expanding the community's awareness of your club.

Convinced? This guide will help you set up and administer a speakers bureau and get the maximum amount of publicity from its operation.

DEVELOPING THE BUREAU

At the club level, the speakers bureau is the responsibility of the vice president education (VPE). The VPE should appoint an experienced Toastmaster as the bureau chairman and include the chairman on the education committee. (This is a great way to use the experience and talent of a past president.) Speakers bureaus may be set up at area, division and district levels as well. A joint club bureau in a city can also be very effective.

You may find these steps helpful when you organize your bureau:

1. **Select an enthusiastic chairman.**
2. **Establish standards for participation.** Typically, a speaker should have completed at least six manual speeches and be an expert on a particular topic.
3. **Explain the purpose of the speakers bureau** to club members and invite them to participate.
4. **Distribute copies of the application form** to members who are interested in joining. The form on page 4 may be photocopied for this purpose.
5. When you have collected enough application forms, **create a promotional pamphlet and/or website** describing your speakers bureau and listing the available speakers, along with a brief summary of their speech topics.
6. **Give each Toastmaster two promotional pamphlets** – one to keep and one to give to an organization that may use it. In addition, send or email the pamphlets to all local groups that use outside speakers, such as youth groups, chambers of commerce, PTA, churches, and social and civic organizations (Lions, Kiwanis and Rotary). Verify the current addresses before mailing. Follow up with a telephone call, and offer help with booking a speaker.



NOTES ON YOUR PAMPHLET

- ▶ While a photocopied sheet will serve as a start for your speakers bureau, make every effort to create a professional-looking pamphlet or website. It will represent your club, as well as Toastmasters International, and should look professional. For guidelines visit www.toastmasters.org/BrandManual.
- ▶ Be sure to update the pamphlet at least once a year and clearly indicate the publication date.
- ▶ State clearly whether the requesting organization should call the bureau chairman or the individual speakers for program reservations.
- ▶ Emphasize what Toastmasters is and that the speakers are presenting their own views. (Toastmasters International does not endorse any organization or cause.)

KEEPING THE BUREAU GOING

1. Once the bureau is set in motion, it should take only an hour or so a week to maintain.
2. The best way to run a speakers bureau is to direct all requests for speakers to the bureau chairman, with an alternate contact, for coordination. When the chairman receives a request for a particular speaker whose name and subject were obtained from your speakers bureau pamphlet, the chairman should:
 - a. Call the speaker and arrange the engagement, or contact an alternate, if necessary.
 - b. Call the requesting organization and confirm the engagement.
 - c. Send a short confirming letter to the requesting organization, with a copy to the speaker.
 - d. Send the speaker a Registry Form as a reminder of the engagement. This form appears on page 4 of this brochure which can be downloaded [here](#). The speaker must complete this form and return it to the chairman to record the speech for the bureau record and for possible credit in the communication or leadership program.
3. If you decide to have the requesting organization contact each speaker directly, make sure the speakers contact the bureau chairman for speaking engagement requests. The chairman will then send each speaker a Registry Form for completion. It is important that one individual has overall responsibility for the whole bureau and knows how to contact members quickly.
4. As an aid to each speaker's further improvement, and as an opportunity to build your Toastmasters membership, you might send the requesting organization a questionnaire after the speech has been given, asking for comments on the speaker. If they were favorably impressed with the speaker, talk to them about starting a Toastmasters club.
5. The chairman should collect all the completed registry forms and create progress reports for distribution to bureau members and others. This builds enthusiasm and keeps the momentum going.
6. Explore the possibilities of supplying more than speakers. How about speech contest judges, parade announcers, banquet Toastmasters and masters of ceremonies? Use your imagination for program ideas.

POINTS TO REMEMBER

- ▶ If a speech meets project requirements and an evaluator was present, be sure the speaker receives appropriate credit in the communication or leadership program manuals.
- ▶ Ensure that members of the speakers bureau promote Toastmasters membership whenever they speak. They can mention their Toastmasters experiences in their speeches to help build understanding of what Toastmasters is all about. At a minimum, this can be mentioned in the speaker's introduction.
- ▶ Requesting organizations often will offer an honorarium or donation. Any honorariums or donations given to speakers in the bureau are to be placed in the club's treasury. These funds are to be used for educational purposes, such as purchasing educational materials for the club. No member can profit monetarily.

IS IT WORTH IT?

Sure, it's worth it!

The more your members speak outside the club, the better presenters they will become and the more your club will be known in the community. Although subject matter is up to the speaker, the audience should know that a local Toastmaster is speaking. Supply good speakers and more invitations will follow. Soon the whole community will know about Toastmasters and the excellence of its members!

All it takes is a little effort, a little patience and some help from experienced Toastmasters.

Start your planning now!

SPEAKERS BUREAU REGISTRY FORM



Please complete this form for each non-Toastmasters speech you give. Return it to your speakers bureau chairman.

TO BE COMPLETED BY BUREAU CHAIRMAN

Name of Speaker: _____

Toastmasters Club: _____

Requesting Organization: _____

Address: _____

Speaking Location: _____

Speaking Date/Time: _____

TO BE COMPLETED BY TOASTMASTER

Speech Title: _____

Delivery Time: _____

Evaluator (if any): _____

Which manual project does this speech fulfill? _____

Signed: _____ Date: _____

SPEAKERS BUREAU APPLICATION FORM



Please complete and return to the speaker:

Name of Speaker: _____ Address: _____

City: _____ State: _____

Telephone: _____ Email: _____

Name and Location of Toastmasters Club: _____

Occupation and Employer: _____

Accomplishments/Hobbies of Special Interest: _____

Subject: _____

Title: _____

Speaking Time: _____

Summary: _____

Preferred Speaking Times: _____

Times Unavailable: _____

Preferred Geographical Areas: _____

Remarks: _____

Signed _____ Date: _____