

Rotary Club of Mount Pleasant Guidelines for Choosing a Speaker

Why do we have speakers?

- To educate or inform.
 - To entertain.
 - To energize and inspire.
 - to help create meetings that members will want to attend!
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A good speaker will offer:

- a fresh idea or story that will make us see things differently.
 - an experience that will motivate, entertain or inform.
 - Information about an industry we're not familiar with or one that is going through change.
 - Elaboration on a current news story or a subject of topical interest.
 - A subject of concern to Rotarians.
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What to avoid:

- Controversial topics or volatile issues that could arouse anger or division among members.
 - Repetition or sameness. Look for a speaker with a fresh topic.
 - Product or service promotion. Advise company representatives to deal with issues that affect their industry or community and how they cope with them, not their products or services.
 - Political candidates who are looking to garner support. Elected officials are acceptable when they are reporting on issues that face the community or talking about something unrelated to campaigning.
 - Not for profit organizations looking for funding, unless the speaker has been formally approved by the club board.
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Suggested areas to look when choosing a speaker:

Newspaper and magazines

Post and Courier Sunday articles.

Monday's "Inside Business" section of the Post and Courier.

Charleston Regional Business Journal.

Charleston Magazine.

Charleston Home and Design.

Mt. Pleasant Magazine.

Moultrie News

Garden and Gun

Business Associations

Charleston Chamber of Commerce.
Charleston Regional Business Journal Power Breakfasts. Six per year.
Hall's Chophouse first Thursday speaker's series.
First Thursday of every month.

College and University Faculty

College of Charleston.
Trident Tech.
The Citadel.
The Lowcountry Graduate Center.
Charleston Southern University.

Politicians

Occasionally a political speaker can be interesting. We do not want them often. We want speakers who have some relation to the East of the Cooper community. We also do not want to have any political speakers during an election year.

Business Leaders

Boeing.
Charleston Regional Development Alliance.
Benefit Focus.
Nucor.

TEDx Charleston

This gathering in the spring will have about a dozen speakers with short (10-15) minute presentations. A motherlode of interesting speakers.

Contacts Who Have Asked to Speak

Some people will contact us directly. They are fine as long as they fit the guidelines described above. Use this [link](#) to see the names. Please note that some of these speakers may have already spoken to our club recently. Please review the previous months and years to see before reaching out to the speaker.

Booking speakers

- Schedule the speakers for the club meeting dates of your month of responsibility.

- If you are unable to fill all of the positions with the suggested sources above, then find an alternative speaker who will fit the guidelines described above, contacting the Speaker Coordinator Chairman for a list of people who have asked to speak to our club.
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After the positions are filled

- As soon as possible with each speaker, put their information on the [July 2018-June 2019](#) spread sheet, keeping it up-to-date. If the speaker is from the Speaker Coordinator Chairman's willing list, then remove them from that list [by clicking here](#) and place the information in the July 2018-June 2019 calendar spread sheet.
- Ask the speaker for their bio and picture and send them to Club Bulletin designer at least two weeks in advance of the talk to place in the club bulletin.
- Send the speaker the **Rotary Club Speaker Guidelines** and ask him/her if there are any special needs, taking action if needed. You may personalize the guidelines if desired.
- Call the speaker two weeks in advance of the talk to re-confirm that they will be there on their appointed date.
- Prepare an introduction that is short and more personal than the bio shown in the bulletin.
- Introduce the speaker to the club at the appropriate time on the agreed date.
- If you are unable to attend a meeting that you have scheduled a speaker, let the Speaker Coordinator Chairman know, and he/she will arrange for the speaker's introduction.
- If you are having difficulty finding speakers or have questions, the Speaker Coordinator Chairman will help you.
- Thank you for volunteering.