



## **SPEAKERS BUREAU INFORMATION & APPLICATION**

- **Make arrangements with the speaker**  
When you contact us, be prepared to provide specifics: date, time, venue, topic, and—when appropriate — meals, travel, and lodging.
- **Complete and submit the Speaker's Bureau Application Form**  
The application (page 2) must be received by CAO no later than four weeks prior to the date of the program. If you have any questions about the form, please feel free to contact us.
- **Expect a response in approximately two weeks**  
If you don't hear from us by the end of the second week, please contact Linda Williams in administration at 716.881.5150.

## **BEFORE THE PROGRAM**

- **Organize well and make all arrangements**  
Be sure to contact the speaker to confirm dates and times, obtain any necessary audio/visual equipment, make room reservations, and coordinate volunteer or staff help for the event.
- **Publicize your event**  
To attract the biggest audience possible, start by utilizing traditional methods such as brightly-colored flyers distributed throughout the community, press releases for local media outlets and organizational/community newsletters, and word-of-mouth advertising through staff and colleagues. You should also investigate localized Internet promotions, such as community-based Web sites, events calendars posted by local media, and public library sites. Also, call the local cable company and ask about submitting an event announcement for their public access channel.
- **Acknowledge CAO**  
Remember to acknowledge the support of CAO in all publicity and promotional materials.

## **DURING & AFTER THE PROGRAM**

- **Remember to give proper credit**  
Please be sure to acknowledge CAO support when the speaker is introduced.
- **Provide evaluation forms**  
Be sure to have more than enough copies of audience evaluation forms on hand, and ask audience members to complete them before leaving. These forms are very important in determining the impact of the speaker, your program, and your organization's programming in general.



Community Action Organization

## SPEAKER REQUEST FORM

### ORGANIZATION INFORMATION:

Contact/Title				
Organization				
Address				
City	State	Zip Code		
Phone	Ext.	FAX		
Email				

### MEETING INFORMATION:

Type of Event					
Date	Start Time	End Time	Length of Speech		
Location of Speech					
Audience Size		Audience Composition			
Topic					
Will You Accept an Alternate Speaker		Yes:	No:		

### TYPE OF PRESENTATION:

Speech Only				
Panel Discussion Only				
Speech & Panel Discussion				
Live	Radio	Television		

- The requesting organization agrees to pay CAO a \$\_\_\_\_\_ (to be completed by CAO) honorarium.
- The requesting organization also agrees to reimburse CAO for the speaker's travel, food and lodging expenses (if required).

**Approval Signature** (to be signed by requester)

Return to:

**Linda Williams**  
 Administration Department  
 Community Action Organization  
 70 Harvard Place  
 Buffalo, NY 14209  
 Phone: 716.881.5150 Ext. 4410 Fax: 716.881.2927 Email: [lwilliams@caoec.org](mailto:lwilliams@caoec.org)

### FOR USE BY CAO STAFF

Date Received	Accept	Deny		
Alternate Assigned			Date Notified	
Executive Director's Signature				