

# Presenter Guidelines

7/10/2019

## **Program Committee Mission Statement**

Produce programs for the RMA that educate/inform our members on broad issues, such as science & technology, economics, arts & literature, sports, history, law & justice, health and world & political affairs, as well as the operations of local businesses and governments and service organizations of particular interest to RMA members. Our intention is to provide a good experience for our speakers and to establish a positive relationship with them, both for future programs with them and for their contacts and suggestions for other speakers. Our principal program objective is to offer to our members and the invited general public, stimulating and educational presentations on a wide range of subjects, usually by experts.

The presenter is the RMA's primary contact with the speaker. The presenter is responsible for all communication to the speaker and for arranging all details of the speaking engagement.

## **Securing an Agreement from the Speaker and Scheduling a Program Date**

Once the program committee approves a speaker, the presenter's job is to get a firm commitment from the speaker and schedule a specific date for the presentation. The program chairman, who maintains the speaker calendar, will tell the presenter what dates are available for a given speaker.

When inviting a speaker to give a talk, the presenter is responsible for explaining the format of our program. The presenter should also discuss the main ideas of the talk with the speaker to ensure that it addresses the topic that the committee has approved. The presenter should work with the speaker to establish the title of the talk.

## **Assembling Information for Publicity**

Six weeks before the talk the presenter should gather information from the speaker for the publicity flyer. This includes a short statement from the speaker on the main ideas of the talk, pertinent biographical information, and a head shot photo. This material should be forwarded to the program chairman or writer assigned to write the press release. In most cases the finished release will be sent back to the speaker for his/her review of the content and accuracy of the text.

## **Arranging the Details of the Visit.**

The presenter is the official host of the speaker and responsible for arranging all details of the speaking engagement. For the visit, in addition to telling the speaker the time, date, address, and format of the event, the presenter should arrange for the radio interview with station WGCH the Monday before the talk. He should find out what A/V requirements the speaker has and coordinate this information with the RMA tech team. The presenter should inform the speaker of the reserved parking place for the speaker in front of the church and that it's best to arrive at 10:30 am. The presenter invites the speaker as an RMA guest for lunch with a few of our members. The presenter also organizes the lunch and invites the RMA members.

Details of the above tasks are listed on the Presenter's Checklist.