



Develop a Speakers Bureau



Roll Call of Members Who ...

- Are leaders, experts in CG, Auxiliary, safe boating
- Available to talk to various groups
- Can tell our story with confidence
- Can deliver a presentation that's interesting, compelling



Demonstrate Your Unit's Value as Community Leader

Reach Out To ...

- Business and service groups
- School and university classes
- Professional organizations
- Sea Cadets
- Youth and Scouting groups
- Environmental organizations



Why Create a Speakers Bureau?

- Raise public awareness
- Boost your unit visibility
- Expand public understanding of Auxiliary role
- Provide community role models
- Attract press coverage
- Recruit new, diverse members

Select

Speakers Who Are ...

- Enthusiastic, energetic
- Congenial, with a pleasing personality
- Articulate, well groomed
- Knowledgeable and passionate about our organization





Speaker must have potential to keep audience interested, engaged throughout presentation

Generate Interest in What You Offer

**Do you have an event,
educational program or monthly
meeting that needs a speaker?**

(Your Unit) Can Help!



- Eye-catching ads ... publicize to community at large

Contact Individual Groups in Your Community



- Draft list of potential audience groups and person to contact
- Make direct contact to individual groups by letter
- Follow-up by phone
- Schedule speakers from your speaker roster relative to audience category

Guidance for Effective Public Speaking



Learn from close observation of Gold Side and Auxiliary leaders

I WANT YOU



**TO NOT FEAR
PUBLIC
SPEAKING**

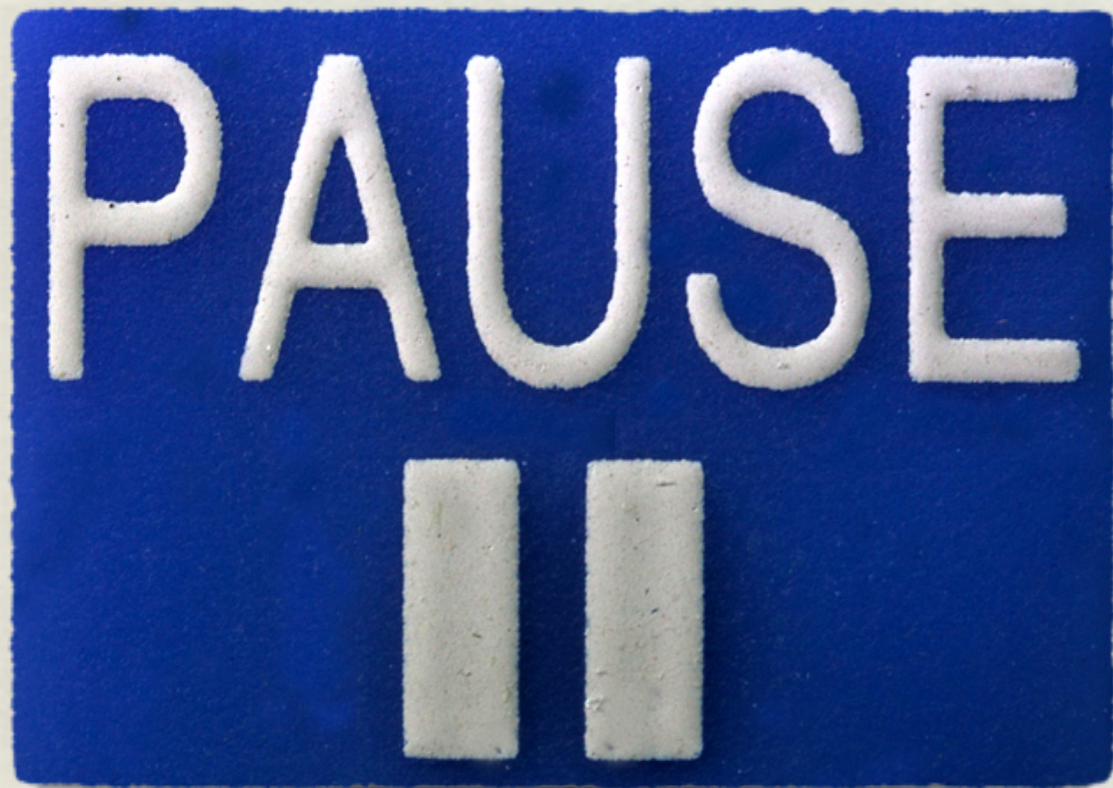
Keep Fear at Bay

- Know your topic
- Avoid CG and Auxiliary slang
- Organize, but don't read from a script
- Practice ... practice
- Know the room — arrive early ... walk around ... set up AV if you're using PowerPoint or Apple Keynote



- Know the audience
- RELAX
- Maintain good eye contact
- Use humor and a few personal stories (but don't digress into series of drawn-out "sea stories")
- Minimize "uhms" and "ahs"

Embrace Power of Pause



- Walk on stage ... pause
- Make eye contact ... smile
- Begin your talk

Give Audience Time to Process ...

- When you ask a question
- You display a chart or map
- You transition between points in your speech



Take every opportunity to make presentations at Auxiliary meetings ... flotilla, division, district and national

