**Workplace Charging Workshop Employer Speaker Instruction Letter**

Workshop organizers can ask employers in their community that offer workplace charging to serve on an employer experience panel. The following topics should be included in an instructional letter to speakers:

* Event Location and Time
* Format of speaking engagement
* Area of focus for speaking engagement
* Timeframe for speaking engagement
* Key topics or questions which will help speakers develop their presentation
* Deadline for submitting presentations and biographies

**EXAMPLE LETTER**

Dear [EMPLOYER CONTACT NAME],

Thank you for agreeing to speak at our [DATE] Workplace Charging [Workshop/Event]. Additional details about the workshop are below and also available online at this link: [INSERT WEB LINK]. Please register at your convenience.

The location of the event will be at [EVENT SITE]. A draft agenda is attached, and you will be part of the employer experience panel at [TIME]. The other speakers in this panel include [SPEAKER NAMES/ORGANIZATIONS]. This section of the agenda allows for each panelist to speak for [X] minutes, with time at the end of the session for questions from the audience/moderator. Please do/do not prepare slides to go with your presentation. The main focus for this event is to educate businesses/employers about the importance of workplace charging and how it can easily fit into existing sustainability efforts. Key topics for your presentation could include:

• Background information on your organization’s sustainability/electric vehicle efforts;

• How charging fits into those sustainability activities;

• Your goals for employee charging at your organization’s worksites;

• Key lessons learned and challenges with procurement and installation of charging;

• Key lessons learned and challenges with management charging and policies to address them; and

• How you are continuing to promote plug-in electric vehicles (PEV) among employees in other areas of business practice (ex/ host ride & drives; incorporate PEVs into fleet)

Please note that this presentation should not be portrayed as a promotion of a charging station product or service; it is strictly an opportunity for employers to showcase and promote their workplace charging efforts. Please send me your presentation by [DATE]. Also, please send me a short biography so I can introduce you properly during the session.

Please don’t hesitate to contact me if you have any other questions.

[CLEAN CITIES COORDINATOR NAME]

[COALITION NAME]