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## Managing a Public Speaker Bureau

By Stephen F. Gambescia

Springer-Verlag Gmbh Aug 2004, 2004. Buch. Book Condition: Neu. 238x159x14 mm. Neuware - The mission may be profound. The lecturers may be knowledgeable. But without a solid management and systems game plan, a speaker's bureau program wastes time, effort, staff, and of course, capital. Introducing Managing a Public Speaker Bureau, the first step-by-step resource dedicated to helping health and human service organizations recruit a team of worthwhile lecturers, put them in front of interested audiences, and effectively evaluate the results. Authors Gambescia and Gonzalez have addressed this straight-ahead book to busy administrators who need to know the essentials of managing a public speaker bureau: o Establishing a clear strategic purpose; o Recruiting and training speakers; o Generating publicity; o Ensuring the right fit between speaker and audience; o Monitoring, feedback, and audience satisfaction. In addition, this unique professional reference comes with its own time-saving resource kit that features recruitment tools, invitation letters, a sample marketing brochure, checklists, evaluation forms, and more. (And the authors include equally helpful illustrations of what not to do.) An organization's speakers often represent its public face, creating a first impression that is made only once and can be lasting. Whether the purpose is introducing new services to the community, educating potential clients,...



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