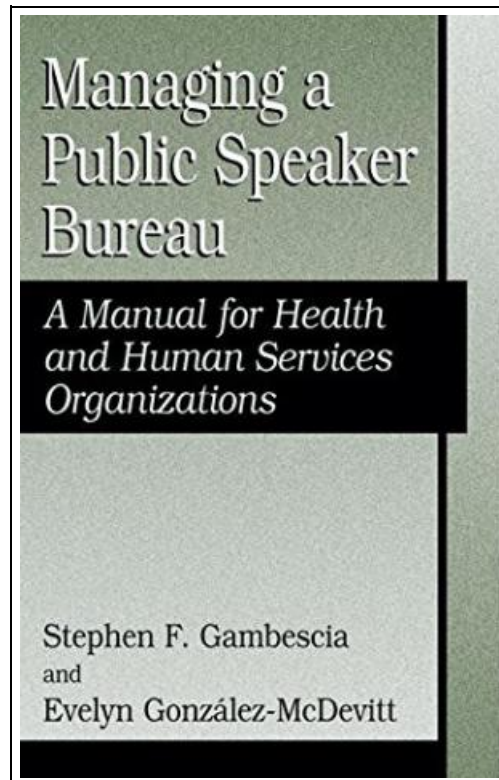


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Springer-Verlag Gmbh Aug 2004, 2004. Buch. Book Condition: Neu. 238x159x14 mm. Neuware - The mission may be profound. The lecturers may be knowledgeable. But without a solid management and systems game plan, a speaker's bureau program wastes time, 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, advocating for change, or raising needed funds, the information in *Managing a Public Speaker Bureau* will keep your organization on target. 165 pp. English.



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