



We are looking for a variety of subject types, whether one of the CDC topics, a new technology, or new research. To ensure relevance and consistency of our mission and brand, these are our guidelines for speaker involvement:

Featured speakers for our successful events must have:

- A topic of interest relevant to fall prevention, with a presentation length of 15-20 minutes
- An expertise in their topic area with the ability and skills of the speaker to cover the designated topic and address an audience of at least 20-45 participants
- A presentation that is content based, not sales based
- A dynamic personality with the ability to inform & inspire our audience for behavior change
- A membership in a speakers organization such as Toastmasters, the National Speakers Bureau or any other professional group
- At least 6 months of solid speaking experience on subject matter
- A professional reference from another professional organization or speaking event
- If no membership or professional reference, then a presentation to the board will be scheduled for your presentation

These are the things we don't do:

- Don't sell products or solicit your services. The audience has come for information and education. You can indicate you will be available after the session for personal involvement and questions.
- Avoid jargon and acronyms where they will not be understood by your audience.
- Don't argue; rise above the argumentative attendee in seminars. You can tell them you will take their issues after the session as your talking time is limited.
- Don't accept the questioner's antagonistic attitude, recognize where you have the difficult attendee.
- Don't fear saying "I don't know". You can always follow up with the attendee by email or mail.
- Don't use blame statements such as, 'If only you would, or why can't you?' These will be covered more in individual training sessions by the coalition.
- Don't be condescending or dismissive to the audience.