

Option B:

Speaker Recruitment & Management

1. Identify/invite speakers:
 - a. Based on extensive research and advisor/client recommendations, identify potential speakers.
 - b. Create daily Google Alerts in pertinent topic areas to keep abreast of new developments and to identify new speakers.
 - c. Create/send invitation letter for speakers, panelists, moderators, etc., including link to conference website, event history, producer profile, etc.
 - d. Follow up email invitation with phone call to invitee to discuss details, extend welcome.
2. Work with moderators and speakers to draft/finalize description of session for website and promotional materials.
3. Provide Speaker Coordinator with daily updates on acceptances and regrets.
4. Conduct pre-event conference calls with moderator and speakers for each multi-speaker session, to discuss content and format, speaking order; answer any outstanding questions.
5. Also included: all tasks listed in **Option C: Speaker Coordination, below.**

Option C:

Speaker Coordination

1. Create/maintain “conference at a glance” spreadsheet, for quick overview of speakers invited/confirmed in each session; assign tracking number for each conference session, to facilitate cross-referencing speakers.
2. Create/maintain “speaker list” spreadsheet:
 - a. Include contact details for all invited speakers, their Admins, and PR reps.
 - b. Use as checklist to track status of incoming materials.
 - c. Include contact details for speakers who declined, as potentials for future conferences.
3. Create/send speaker confirmation letter, including:
 - a. PDF of program draft (or link to onsite version).
 - b. Session descriptions, time/date, and who else will be speaking in the session.
 - c. Request for bio, photo, social media links.
 - d. Release form (permission to record presentation).
 - e. Immediate logistical details: a/v, hotel information, etc.
 - f. List of key due-dates.
4. Speaker update mailings, to include:
 - a. Copies of final brochure.
 - b. Presentation/handout guidelines.
 - c. Where to pick up badges.
 - d. How to register guests.
 - e. Assigned times for onsite technical setups/rehearsals, and any onsite speaker meetings.
 - f. Full details to ensure speakers know exactly where to go / who to see upon arrival.
5. Ongoing speaker administration:
 - a. Track speaker acceptances/regrets.
 - b. Provide webmaster with speaker and agenda updates daily.
 - c. Monitor receipt of requested items: bios, photos, social media links, handouts, etc.
 - d. For multi-speaker sessions, schedule conference calls for Speaker Recruiter with each session’s moderator and speakers.
 - e. Ensure speakers are in touch with a/v director, particularly for any special needs.
 - f. Last-minute calls to speakers (week before conference) to confirm last-minute details, answer any questions, minimize unpleasant surprises onsite.