



Your Value As An Educator & Leader *You Should Be Paid!*

***Becoming 21st Century Leaders: Women in Beekeeping & Agriculture
Virtual Conference Oct. 24-25, 2020***

Presenter:

Michele Colopy, M.A., M.S.

Executive Director, LEAD for Pollinators, Inc.

execdir@leadforpollinators.org

What are your speaking costs?

- ✓ Loss of work/billable hours (travel time to and from, and at the event)
 - ✓ Costs to board pets, house-sitter while travelling
- ✓ Travel costs (meals, lodging, mileage/airfare)
- ✓ Your time to create/revise/update the presentation
- ✓ Cost of time for a customized presentation for a single event (if applicable)
- ✓ Cost of handouts, etc.

Checklist for Professionalism & Success

- **Initial contact by Organizer**
 - Dates of the event
 - Location of event
 - Projected audience numbers (historic numbers)
 - Target Market
 - What is the theme of the event
 - Workshop session, Keynote, dinner or lunch speaker
 - **Sign a contract**
 - Create your own
 - Provide an invoice (make Treasurer/Accountant happy)
- **Provide information with your signed contract**
 - Bio
 - Title of Topic(s)
 - Summary of topic(s)

- Invoice for services, and payment deadline, and advise of late fees
- **Check in with organizer**
 - Month prior (or as defined in contract)
 - Secure or advise organizer of travel plans/accommodations
 - Have patience with the organizers
 - Send handouts for upload or email for organizer to print
 - Save presentation to a flash drive to provide to techs day of event
- **Know how basic equipment functions**-you may do the trouble-shooting
- **Be professional, respectful, considerate, empathetic, maintain a sense of humor**
 - Listen to your audience—adjust on the fly
 - Be prepared for technical, venue, & audience interruptions
 - You are representing yourself, your company, and the event
 - Organizers talk to each other- a problematic speaker at one event will become known to other organizers
- **Seek audience evaluations**
 - Appreciate constructive criticism for improvement

Should Conferences Pay Speakers?, Published on June 3, 2019, Debbie Levitt,
<https://www.linkedin.com/pulse/should-conferences-pay-speakers-debbie-levitt>

How Much Should You Charge for a Speech?, Dorie Clark, May 03, 2018
<https://hbr.org/2018/05/how-much-should-you-charge-for-a-speech>

Tired Of Speaking For Free? Here's How To Get Paid To Speak, Dana Brownlee, Senior Contributor, Careers
<https://www.forbes.com/sites/danabrownlee/2019/12/04/tired-of-speaking-for-free-heres-how-to-get-paid-to-speak/#30b6d0d746fc>

Don't Pay To Speak At Commercial Events, Smashing Newsletter
<https://www.smashingmagazine.com/2018/12/state-of-commercial-web-conferences-events/>

Cheat Sheet For Hiring And Paying Professional Speakers, OCTOBER 25, 2010, JEFF HURT,
<https://velvetchainsaw.com/2010/10/25/cheat-sheet-for-hiring-paying-professional-speakers/>



www.leadforpollinators.org