

Speaker Guidelines

Purpose and Goals

A person may be asked to speak at a variety of Chapter functions. This is an opportunity for the speaker to share their expertise with the attendees. This is not an opportunity to solicit business or speak about their specific firm/company.

Speaker Guidelines

Below are some of the guidelines associated with being a speaker at a Chapter event:

- The speaker's name, title, and company/Firm name and CAI designations will be included on the event flyer.
- Speakers do not pay a registration fee for the program
- Introduction of the speaker may include more extended biographical information. The speaker will be asked to provide that information a few days before the event to the moderator or person in charge of the program. The information should state the credentials and background of the speaker, and should be limited to a short paragraph or two.
- Handouts of the materials presented by the speaker may be printed on the speaker's company letterhead. However, the material should not include any other advertisements or solicitations.
- The Executive Director must be advised of any audio/visual requirements and room set-up at least two weeks prior to the event.

A speaker may not speak at more than three Chapter events during a year (excluding ABCs and the Annual Conference).

Prior to the event, the speaker may call the Executive Director to find out how many people will be in attendance. This is especially important if the speaker is bring their own handouts; which is highly encouraged.

Benefits of being a speaker at CAI Michigan Annual Conference

- ❖ This is an opportunity for the speaker to share their expertise with the attendees.
- ❖ Speaker's name, title, bio, and company/Firm name and CAI designations will be included in the conference directory given to all attendees.
- ❖ Speakers do not pay a registration fee and is entitled to enjoy the continental breakfast, three course lunch, seminars and cocktails and hors d'oeuvre party.
- ❖ Handouts of the materials presented by the speaker may be printed on the speaker's company letterhead. However, the material should not include any other advertisements or solicitations.
- ❖ If attendees request the speaker's business card the speaker can give their card out.
- ❖ CED received calls and email requesting additional information on well received speakers. Speaker's info is given to members with the speaker's approval. This is a great way for the speaker name out to more people.
- ❖ Other CED request information a speaker for their Chapters.
- ❖ CAI speakers are known as experts in their field.