

## Guidelines for Choosing a Speaker



### A good speaker will offer:

- A fresh idea or story that will make us see things differently
- An experience that will motivate, entertain or inform
- Information about an industry we're not familiar with or one that is going through change
- Elaboration on a current news story or a subject of topical interest
- A subject of concern to Rotarians
- By now, you get the picture :)

### Why do we have speakers?

- To educate or inform
- To entertain
- To energize and inspire
- To help create meetings that members won't want to miss!

### What to avoid:

- Controversial topics or volatile issues that could arouse anger or division among members.
- Repetition or sameness. Look for a speaker with a fresh topic.
- Product or service promotion. Advise company representatives to deal with issues that effect their industry or community and how they cope with them., not their products or services.
- Political candidates who are looking to garner support. Elected officials are acceptable when they are reporting on issues that face the community or talking about something unrelated to campaigning.
- Not for profit organizations looking for funding., unless the speaker has been formally approved by the club executive.

**If in doubt** about the appropriateness of a speaker, consider the Four-Way Test:

- Is it the TRUTH
- Is it FAIR to all concerned
- Will it build GOODWILL and BETTER FRIENDSHIPS
- Will it be BENEFICIAL to all concerned?



## Guidelines for Guest Speakers



### Why did we ask you to speak?

- Because you are an leader in your field and you will be able to inform, engage and educate us on a current issue, challenge or opportunity, or
- Because you have a story or experience to relate that will motivate and inspire us

### What you'll need to know

- Please arrive early to set up for your presentation, by 7 am is advised.
- If you require A/V equipment, please let your contact know in advance. We can provide a projector and screen. Speakers are asked to bring their own laptops.
- Speakers are allocated 15 minutes for their presentation and an additional 5 minutes for questions.
- Please provide your bio in advance so the Rotarian introducing you will have ample time to review it.
- Please also advise in advance of any guests you may be bringing with you.

### Please remember:

- Our speakers are *invited* because we feel you have something to offer our Club members.
- Solicitations are not acceptable; any requests for financial support are considered through one of the Club's committees in written form.
- Product, service or political promotion is not why we're here.
- Overall, we're really are a nice bunch and we're looking forward to hearing what you have to say.!

### About the Rotary Club of Summerside

Rotary is an international service organization. In Summerside, the Club is a mix of professionals, business people and public servants who want to make a difference in their community and around the world. Rotary membership is vocation-based so there is a broad representation of the community. We meet every Tuesday morning at 7:15 at the Silver Fox Curling and Yacht Club

