



A&A Tool Box for the Speaker

The quality of your public relations and marketing materials, the ease in which they are accessible from our file and how often you update us all contribute to our ability to represent you in the way you would like to be represented.

Tool Box: Like in any building project, the success comes faster and easier if you have the right tools to start with! Here is a checklist:

A comprehensive one-sheet or brochure that gives:

- background information
- speaking topics- with descriptions of each
- program overview
- client lists or quotes that are bureau-friendly* with room for our bureau information.

It is even better if you can laser print our bureau contact information onto your one-sheets and promotional materials. If the piece is not bureau-friendly, then it will not be leaving our office in its current state! You can send it to us in a Word document format so that we can easily insert our bureau information onto it. Non-bureau-friendly collateral materials do not leave our office.

A black and white faxable sheet is a great addition, better yet, a color sheet that for our email file

Color PDF/Bureau-friendly one sheet to be emailed to clients.

Client list organized by industry if it is large.

Topic pages or outlines of each speech title----preferably one page each. Presentations should not be referred to only as a title. We would like to see bullet points and learning objectives associated with each title.

-PLEASE list every possible category to which you can speak.

Example:

Motivational, inspirational, author, adventure, religion, management, teambuilding, teamwork, negotiating skills, acquisitions and mergers, economy, politics, Self esteem, Persuasion..... to name a few.

The sky is the limit. Literally. **See category page 3** for help in selecting your categories. You do not need to write the number, list the category only please!

Biography Sheet (different from the introduction)

Planned Introduction Sheet. This sets the tone. It is shocking how little time people seem to put into this. This is a huge help to the client. It does need your constant review and update. This is something you should do with the bureaus you work with on numerous occasions.

- ❑ Written Fee Schedule with specific travel requirements. We quote the same fee for your services that your office quotes. Consistency is the key. Our commission comes off the top of your fee. There are reasons why someone calls a bureau. **TRUST** is an ingredient that means everything to the client and to us!...**If you quote a NET fee but we have to quote a GROSS fee, it is confusing and seems unfair to the client to find out there are “two different fees.”** Please pick up the phone to talk to us about this issue, if it is an “issue” for you. 98% of the speakers we present to our clients are quoting the same fee from their office as we are quoting from here. It is only fair.
- ❑ Your CV/Resume. Many colleges and universities ask for academic credentials. We would like to have yours on file in case the circumstance arises when we may need it.
- ❑ AV needs. Be specific if it varies for programs.
- ❑ Testimonials---your client reference/testimonial letters with a variety of industries represented. Get in the habit of requesting that letter. Better yet, make it a stipulation for speaking! Send on white paper. When copied on color sheets of paper, they do not reproduce well for us to share with clients.
- ❑ Two black and white and two color photos in hard copy and in JPEG. If it is possible to download your photos from the Internet in print quality, then please inform us. **Internet photo should be at least 300 dpi. (When clients want to print a brochure for their audience, the photo you share with us MUST be a minimum of 300 dpi and up to 500 dpi would be great!)**
- ❑ Any written material sent over the internet, if not bureau-friendly, should not be sent in a PDF file, or if that is all you have, please make them bureau-friendly. We will not send materials with the speakers contact information imbedded in the materials.
- ❑ If you are a writer please submit two current articles, at least one copy of each of your books, and a book cover in JPG (300 dpi minimum) and URL's if you have them. Please email these as well for your files.
- ❑ Your bureau-friendly website address with permission to link to your URL. We request that you also include a link to our website from yours. We will send you the A&A web-friendly info for your site.
- ❑ A bureau-friendly link to an effective demo that shows you in front of a live audience---preferably in front of an audience of 300 to 500 people and 8 to 15 minutes in length. Please send us bureau-friendly, especially in the DVD format. **We no longer accept videos. YouTube** that does not contain contact information is acceptable.

TIP: *If you are a new speaker, audio tape yourself, for yourself. You can assess your growth and change. You can also hear the power of any humor you are using by listening to whether or not you hear the audience responding to you.*

Note: If you are in need of a speaking demo we can recommend a professional videographer at a reasonable price. We have made arrangements for a discounted fee for our speakers only. Call our office for more details.

***What is Bureau-Friendly?** *Bureau friendly materials do not have speakers' contact information on it. Any contact information that includes speakers' phone numbers (personal or work), address, email address or website address that has contact information is non-acceptable.*



Speaking Topics Category List – EXAMPLES

1. Accountability
2. Accounting
3. Achievement
4. Addiction
5. Adventurers
6. Adversity
7. Advertising/Public Relations
8. African Studies
9. Aging
10. Agriculture
11. Alcoholism/Drug Abuse
12. American Legends
13. Anger Management
14. Antiques
15. Anti-Terrorism
16. Arts/Culture/Music
17. Astrology
18. Astronaut
19. Attitude
20. Author
21. Behavior Science
22. Best - selling author
23. Black History
24. Branding
25. Business
26. Business Growth
27. Business of Healthcare
28. Business Trends
29. Cancer
30. Cancer Survivor
31. Careers
32. Celebrity
33. CEO
34. Change
35. Character Portrayals
36. Chronic Disease
37. Civil Rights
38. Coaching
39. Columnist
40. Comedian/Comedienne
41. Comedy
42. Communication
43. Communications
44. Community Relations
45. Competition
46. Computers
47. Conflict Resolution
48. Consulting
49. Consumer Trends
50. Current Events
51. Customer Loyalty
52. Customer Service
53. Dedication
54. Design
55. Determination
56. Difficult People
57. Disabilities
58. Diversity
59. Domestic Violence
60. E-Business
61. Eating Disorders
62. Ecology
63. eCommerce
64. Economy
65. Education
66. Emcee
67. Employee Issues
68. Employees/Workplace
69. Empowerment
70. Entertainment
71. Entrepreneur
72. Entrepreneurism
73. Environment
74. Environmental Policy
75. Estate Appraisals
76. Ethics
77. Ethics/Integrity/Value
78. Etiquette
79. Global Issues
80. Family
81. Family Issues
82. Financial
83. Financial & Tax Planning
84. Food
85. Foreign Affairs
86. Fraud Prevention
87. Fundraising
88. Future
89. Future Trends
90. Garden/Landscape
91. Gender Differences
92. Gender Issues
93. Generation Differences
94. Global Economics
95. Global Issues
96. Goal Setting
97. Government & Politics
98. Green/Environment
99. Historian
100. Homeland Security
101. Human Resources
102. Human Resources/Labor
103. Human Rights
104. Humor
105. Identity Theft
106. Image
107. Image/Self-Esteem
108. Information Overload
109. Innovation
110. Inspirational
111. International Affairs
112. International Business
113. Internet
114. Interviewing
115. Journalism
116. Law
117. Leadership
118. Legal Issues
119. Life Balance
120. Life Style
121. Magic
122. Management
123. Managing Changes
124. Marketing
125. Marketing Merchandising
126. Master of Ceremonies
127. Media
128. Medical/Dental
129. Medical
130. Mental Health
131. Military
132. Motivation
133. Motivation & Inspirational
134. Multilingual
135. Negotiation
136. Networking
137. Nutrition
138. Olympian
139. Olympic Heroes
140. Organizational Development
141. Organizational Skills
142. Organize It
143. Parenting
144. Parenting Issues
145. Partnering/Strategic Advertising
146. Party Planning
147. Personality
148. Personal Issues
149. Political Politics
150. POW
151. Presentation Skills
152. Productivity
153. Profitability
154. Project Management
155. Psychology
156. Public Relations
157. Quality
158. Real Estate
159. Relationships
160. Religion/Spirituality
161. Retail
162. Retail/Restaurant
163. Retirement/Aging
164. Safety
165. Safety/Security
166. Sales
167. Science/Engineering
168. Security Issues
169. Small Business
170. Sports
171. Sports/Athletics
172. Spouse Programs
173. Strategic Planning
174. Stress
175. Stress Management
176. Success
177. Surviving
178. Team Building
179. Teamwork/Teambuilding
180. Technology
181. Telemarketing
182. Time Management
183. TQM
184. Training
185. Travel/Tourism
186. Values
187. Vision/Purpose
188. Wealth Building
189. Wellness
190. Wine Education
191. Women's Issues
192. Women in Society
193. Woman's Health
194. Workplace Issues
195. World Issues
196. Writer/Writing

- 50. Cooking
- 51. Corporate Culture
- 52. Corporate Responsibility
- 53. Creativity
- 54. CRM

- 104. Green Environment
- 105. Handwriting
- 106. Health & Nutrition
- 107. Health, Mind & Body
- 102. Healthcare
- 103. Hero

- 152. Patriotic
- 153. Peak Performance
- 154. Performance Improvement
- 155. Personal Development

- 206. Writing/Publishing
- 207. Youth/Children
- 208.

*If you do not see a category
that fits your speaking
topic, **please add it!***

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