



## **SPEAKERS' BUREAU MANUAL**

TMC Speakers' Bureau provides technical and general presentations of interest to outside organizations that share the same interests and concerns as TMC but may lack access to specialists, experts, and professionals who can inform and educate their members about transport equipment technologies and issues.

*Your Source for Qualified Industry Speakers  
for Your Next Meeting, Conference or Event*



**Technology &  
Maintenance Council**  
A Technical Council of the  
American Trucking Associations



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# TABLE OF CONTENTS

<b>ABOUT THE TMC SPEAKERS BUREAU.....</b>	<b>3</b>
The Purpose of TMC .....	3
Goals of TMC’s Speakers’ Bureau.....	3
<b>RESPONSIBILITIES OF THE TMC SPEAKERS BUREAU .....</b>	<b>3</b>
Policy for Selecting Speakers.....	3
Speaker Engagement Process .....	3
<b>SPEAKER RESPONSIBILITIES AND RULES .....</b>	<b>4</b>
Session Arrival Time.....	4
General Guidelines .....	4
Coordination Guidelines .....	4
Material Preparation .....	5
Presentations .....	5
Commercialism .....	5
Guidelines for Using Presentation Software.....	6
<b>APPENDIX</b>	
<b>ONLINE SPEAKERS REQUEST FORM .....</b>	<b>7</b>
<b>SPEAKER EVALUATION FORM .....</b>	<b>9</b>

## ABOUT TMC SPEAKERS BUREAU

### The Purpose of TMC

The purpose of ATA's Technology & Maintenance Council (TMC) is to improve transport equipment, its maintenance and maintenance management—and all on- and off-board technologies that support trucking—in order to benefit society through the highest standards of transport productivity and safety, in accordance with American Trucking Associations' Executive Committee policies. Three of the ways this Council fulfills its purpose is by:

1. Conducting technical meetings where both formal and informal exchanges of information, experiences and opinions take place.
2. Establishing and maintaining cooperative relationships with other associations and government entities whose purposes harmonize with those of this Council.
3. Promoting the fullest voluntary cooperation between designers and manufacturers of transport equipment and those who specify, purchase and manage such equipment.

To this end, the Council has established the TMC Speakers Bureau to provide technical and general presentations of interest to outside organizations that share the same interests and concerns as TMC but may lack access to specialists, experts, and professionals who can inform and educate their members about transport equipment technologies and issues.

### Goals Of TMC's Speakers' Bureau

Through its Speakers' Bureau, TMC seeks to:

- Raise awareness in the trucking industry and government entities about transport equipment issues, technology, maintenance and maintenance management.
- Increase TMC's visibility in the trucking industry as a "Thought Leader."
- Increase the trucking industry's understanding of TMC and its goals and mission.
- Provide positive role models within the trucking industry and beyond.
- Recruit new members to TMC.
- Attract positive press coverage for TMC.

## RESPONSIBILITIES OF TMC's SPEAKERS' BUREAU

### Policy For Selecting Speakers

As a general rule, speakers selected for TMC's Speakers' Bureau are TMC members or ATA/TMC staff members. They are selected based on their expertise in specific areas as well as presentations they have made at previ-

ous TMC General Meetings and special events.

Speakers may be recommended by TMC Study Group Chairmen, Board Members, TMC members in general who attended their presentation sessions and found them well done, as well as from meeting evaluation forms on sessions in which they have been presenters. Each TMC member has an equal opportunity to recommend himself/herself or his/her colleagues as a speaker for an event. The selection of speakers is based on personal contribution to the subject, ability of English communications, availability to attend a specific event, etc. All speakers should be able to answer basic questions about TMC that may come up at their presentations. Because speakers will be representing the Council, TMC's Speakers' Bureau must be sure each speaker will be a positive representative for TMC.

### Speaker Engagement Process

When a request from an outside organization for a speaker is received by TMC's Speakers' Bureau through either the online Speaker Request Form or via telephone, the Bureau will speak to the meeting organizer to obtain specifics about the program he or she is organizing in order to determine exactly what information he or she wants presented and whether the subject is relevant to TMC.

TMC's Speakers' Bureau will also determine whether the outside organization will reimburse the travel expenses that the speaker will incur and the maximum amount it is willing to pay. This will help determine whether the speaker chosen must be local to the meeting venue or can travel a distance to attend. Some speakers, especially from the supplier community, may be employed by companies that will pay their travel expenses to appear before a potential customer group.

The TMC Speakers Bureau then contacts a registered Speaker with the expertise to address that subject. The Speaker is provided the meeting location, dates and time of the presentation, and any other pertinent information provided by the requesting meeting organizer as well as the meeting organizer's contact information. If the Speaker is willing to take the engagement, he or she may contact the meeting organizer for specific details regarding the presentation (see **Speaker Responsibilities and Rules**).

TMC's Speakers' Bureau will advise the meeting organizer through a letter confirming the time, date, topic, location, duration of the event, and the name and contact information of the speaker who will be making the presentation. In addition, TMC's Speakers' Bureau will request that the requesting organization provide feedback from the audience at the completion of the presentation. TMC's Speakers' Bureau can provide evaluation sheets to the organization if necessary.

Should the first Speaker contacted not be available to make the presentation to the requesting organization or declines to present, TMC's Speakers' Bureau will contact another Speaker in the Bureau or perhaps another TMC member with the required expertise and background to ask if they would be interested in presenting at the requesting organization's meeting.

If the Speaker's presentation has not already been made at a TMC General Meeting or other event, the Speaker must provide a copy of the presentation to TMC's Speakers' Bureau for review at least 30 days prior to the speaking engagement. TMC's Speakers' Bureau will act as the Technical Presentation Review Committee and will review the presentation for commercial content that is prohibited by TMC (See **Commericalism**). Speakers must abide by the TMC's Speakers' Bureau requirement to remove all commercial content.

A few days before the engagement, TMC's Speakers' Bureau will remind the speaker of the speaking engagement through a confirming e-mail or a phone call that includes the date, time and location of the event. If a speaker has to cancel his/her appearance at the scheduled event, the speaker should advise TMC's Speakers' Bureau immediately so that a replacement speaker can be found and scheduled.

After the speaking engagement, TMC's Speakers' Bureau will contact the meeting organizer to obtain feedback from the event. This feedback will be shared with speakers so that they will know how they can improve as well as what they are doing well. (A feedback form is included in the **Appendix**).

## **SPEAKER RESPONSIBILITIES AND RULES**

### **Session Arrival Time**

Speakers should arrive at least 30 minutes in advance of their meeting. This will allow the time for setting and adjusting your slides and/or videos and will give the meeting organizer an opportunity to go over any last minute details.

### **General Guidelines**

Presentations are to be technical in nature concentrating on features and benefits for the audience. No sales presentations are permitted. All presentations and accompanying material must be reviewed by a member of TMC's Speakers' Bureau or have been previously reviewed by members of the Council's Technical Presentation Review Committee prior to its presentation at a TMC event.

### **Coordination Guidelines**

- Presentation time guidelines are set at the discretion of the meeting organizer. Speakers should be courteous to other panelists and the session organizer by limiting their speech to within one minute of the allotted time.
- Authority for alteration or deletion of any presentation material rests with the session moderator/organizer.
- Speakers must provide the organizer with a brief biographical sketch that will be used to introduce them to the audience. It should include current employment information, educational

## **PRE-MEETING CHECKLIST**

- ✓ My registration and housing reservation form if required has been sent to the meeting organizer.
- ✓ I have provided biographical information to the meeting organizer
- ✓ I have made all necessary audio-visual requirements through the meeting organizer.
- ✓ My presentation materials have been previewed and approved through the appropriate TMC channels.
- ✓ My slides or videos do not contain company logos except on the first and last frames.
- ✓ I have made at least on electronic back-up copy of my presentation materials.
- ✓ I have provided at least one (1) copy of my presentation text to the meeting organizer.
- ✓ My biographical sketch has been sent to the meeting organizer.

and/or technical experience, industry affiliation, etc. This sketch must be presented to the meeting organizer prior to the meeting date.

- Speakers must contact the meeting organizer to see if other guidelines apply to their presentation.

## Material Preparation

A copy of the speaker's presentation should be given to the meeting organizer. Speakers should check with the meeting organizer if they wish to allow that organization to distribute/post any presentation on its website or in its newsletter. Copies of the speaker's presentation should also be available as handouts to interested attendees as well as the press covering the session. Speakers should check with their meeting organizer to get an accurate count of expected attendees for the session.

If the speaker wants to have non-sales oriented hand-out materials available, these should be placed at the speaker's table. This material *must not* be sales oriented and must be in accordance with TMC guidelines.

## Presentations

Microsoft PowerPoint is TMC's standard presentation software. Alert your meeting organizer if you plan to use an alternative application to determine compatibility.

Company logos or trade names are allowed on the first and last slides only or at the beginning and end of a video.

Avoid cluttering slides with excess data. Visuals must be legible from a distance of 100 feet—the audience should be able to read the words/type on slides.

- **Equipment**—All audiovisual equipment needs must be requested through the meeting organizer 30 days in advance of the meeting. The usual equipment readily available includes PowerPoint projector, screen, DVD player, monitor, and electronic pointers. Check with the organization to ensure it does provide this equipment.

**REMINDER:** The items listed above must be requested through the meeting organizer in advance and may not be available if requested at the meeting site.

- **Slides**— Legibility is the key to an effective and successful presentation. If the attendees in the rear of the room cannot read or understand the speakers' slides, the message will not be effective. Ineffective or unreadable slides are often distracting to the audience and may

cause the session to be a waste of time and effort. Speakers who are TMC Members who need slides prepared for their presentations may have them prepared by contacting TMC staff at (703) 838-1763. A minimum lead time of 30 days is needed to obtain this slide preparation service for Full Member presenters.

## Commercialism

Since the primary focus of all TMC presentations is technical and educational, rather than sales oriented, commercialism is prohibited from all presentations. This includes the Question and Answer Periods during which specific products/services are not to be put forth as solutions to problems addressed in these sessions. For example:

- Company logos are not allowed on all slides. Company logos are permitted on only the first and last slides of each presentation.
- Sales pitches for specific products or services are not acceptable at all.
- Testimonials from customers about a specific company's product or performance are not permitted in presentations. On the other hand, generalizations about types of products/services that are available are permissible.

Violation of TMC's policies regarding Commercialism may be cause for cancellation of TMC Speaker Bureau participation and TMC membership.

All presentations made at a TMC General Meeting must have been reviewed by a Technical Presentation Review Committee prior to its presentation to TMC. Any current Board member or Silver Spark Plug recipient is eligible to serve as a member of the Technical Presentation Review Committee.

The committee's function is to assist in reviewing programs for technical accuracy of content and elimination of promotional material. Presentations made at events on behalf of TMC's Speakers Bureau must adhere to the same level of quality as that expected at a TMC meeting.

During the presentation review session, presenters are instructed to remove questionable material from their presentations. Speakers who have been instructed to remove this material for TMC presentations must also do so for any speaking engagements they are given through TMC's Speakers Bureau for outside organizations as well.

## Guidelines For Using Presentation Software

How presentation software is used can make or break a session. When hardware/software problems strike, audiences will quickly lose interest. TMC's Speakers Bureau has established the following guidelines to help make sure your computer presentation will be successful:

1. *Make sure you generate your computer presentation using the latest possible version of Microsoft PowerPoint.* (However, files made with older versions of PowerPoint may be converted to the latest version.) You may use another brand of software to generate your presentation if it allows you to save the document in a PowerPoint compatible file. (This rule ensures compatibility between presenters.)
  2. *Make sure you let your meeting organizer know that you're doing a computer presentation as soon as possible.* The organizer is the "director" of the meeting—not just someone who introduces speakers. Communication—early and often—is key to a successful, professional presentation.
  3. *Coordinate with your meeting organizer so that all presenters can load their PowerPoint files onto a single computer.* Having all the presentations on one computer: (1) minimizes the possibility for technical difficulties, (2) eliminates the need to "sync" each laptop to the house projection system, and (3) eliminates the need for costly switching equipment (and A/V personnel) to service several laptops simultaneously. All PowerPoint presentations should be consolidated prior to the meeting. (If you're using a Mac, you may not be able to consolidate your file with a Windows-based PC. Use your own laptop in this case.) Also be sure the hardware is fast enough to run the software: You — and your audience— don't want long pauses between screens.
- TIP:** Have a backup computer ready to go just in case disaster strikes! Also have a backup of your presentation on a USB memory stick/flash drive.
4. *If using your own computer for the presentation meet with facility's A/V personnel at least one day before your session to make sure the laptop is compatible with the house projection system.* The laptop must be "sync'ed"—this usually takes about 10-20 minutes. Be sure to bring any special cables, if necessary. Be sure the A/V folks meet your resolution and sound requirements as well.
  5. *Make sure fonts and point sizes are legible from 100 feet away from the screen.* Helvetica and Times New Roman are good standards to use. Safe sizes range from 24-44 point.
  6. *Don't use video and audio clips for the sake of novelty.* The bells and whistles should enhance—not detract—from your presentation. Bringing in text one line at a time can help focus attention on the information being addressed. But resist the temptation to animate the text from the side, etc., as the audience can't read it while it's moving, and it is distracting.
  7. *Avoid transitions between slides.* Usually, when you finish one slide, you're done with the information. The audience is ready for the next piece. A transition between slides breaks the flow of your interaction with the audience and diverts attention from the message.
  8. *Give all your slides—the "So what?" test.* Slides support a presenter—they don't replace the audience's personal interaction with the presenter. If the slides don't have a clear point— delete them.

# APPENDIX



## TMC SPEAKERS' BUREAU

*Your Source for Qualified Industry Speakers for Your Next Meeting, Conference or Event*

### SPEAKER REQUEST FORM

Welcome to the Technology & Maintenance Council's (TMC) Speakers' Bureau — the most convenient way to request a presenter, keynote speaker or other special appearance for your organization's next meeting. TMC speakers are members of TMC who are experts, specialists and/or professionals who can inform and educate your audience about transport equipment technologies and issues.

Please complete the form below to request a speaker. TMC's Speakers' Bureau will handle all requests on a first-come, first-served basis. Not all request can be accommodated due to general obligations and speaker availability.

All speaker requests must be made using this form to ensure they are tracked and properly addressed by the Bureau (printed or online).

Speaker requests can be made using this form or by calling: (703) 838-1763.

Your Name: \_\_\_\_\_

Office Telephone \_\_\_\_\_

Mobile Telephone \_\_\_\_\_

Email Address \_\_\_\_\_

#### **About Your Organization**

Name of Organization \_\_\_\_\_

Number of Members \_\_\_\_\_

Event Title \_\_\_\_\_

Event Location(Full Street Address or Venue)

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Event Date and Time

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Speaking Event Being Planned

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Expected Number of Attendees

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Describe the Audience

(Examples: Fleet executives, fleet maintenance personnel, engineers, suppliers of trucks and components,

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Attire:       Casual       Business Casual       Business

Length of desired presentation or speech

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Will there be other presenters on the panel?     Yes       No

If Yes, please identify topics they will be covering and if possible, their names and company affiliation(s).

Is video projection equipment available?    Yes       Yes, but not necessary       No

Use this space to add any additional notes on arrival, accommodations, special requests, etc.

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## TMC SPEAKERS' BUREAU

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### SPEAKER PROFILE FORM

Welcome to the Technology & Maintenance Council's (TMC) Speakers' Bureau. TMC Speakers are members of TMC who are experts, specialists and/or professionals who can inform and educate trucking-related state and national organizations about transport equipment technologies and issues.

Please complete the form below to volunteer to be a member of TMC's Speakers' Bureau. Speakers must be TMC members in good standing, are experts, specialists and/or professionals who can inform and educate people on a transport vehicle subject in their area of expertise. Presentations made by TMC speakers must follow TMC's strict rules regarding commercialism.

Speakers assigned to speak at requesting organization venues will be chosen based on their expertise in specific areas as well as presentations they have made at previous TMC General Meetings and special events. Speakers may turn down speaking engagements when approached by TMC's Speakers' Bureau if they are not available at the event date and time, do not feel comfortable addressing a specific subject, or for any other reason.

Person Recommending Speaker (if not the Speaker): \_\_\_\_\_

Speaker's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

TMC Study Group(s) Affiliation: \_\_\_\_\_

Years of TMC Membership: \_\_\_\_\_

Area(s) of Expertise:

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Presentations Given at TMC Meetings that are Available to Present at Other Venues (use additional sheet if necessary):

Title	Presentation Date	Duration

Other Presentations that You Have that May Be of Interest to a Trucking Related Audience (Use Additional Sheet if Necessary):

Title	Presentation Date	Duration

Do You Require Travel Expenses to be Reimbursed?:

- No       Yes/Always       Maybe, Depending on Venue Location and audience

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