

Speaker Recruitment Points

1. Brainstorm potential speakers, exhibitors and other participants.
2. If possible, committee members with personal connections to the desired speaker, etc., should make the initial contact (see # 4).
3. Write a follow-up letter formally inviting the speaker, key exhibitor, etc., to the event (see Speaker Follow-up Letter Template.)
4. After securing them, ask speakers/guests to complete the Speaker Bio form or otherwise gather the information from them. This information will be useful in writing introductions, press releases, and other program materials.
5. Points to consider for recruiters:
 - a. Know the potential speaker's connection to the AFV industry or their special expertise; be ready to use this to explain why you are calling. For example, say, "I am calling you because you use many AFVs in your company" or "You are a great advocate of the environment."
 - b. Briefly explain Odyssey's purpose, philosophy, and approach to the potential speaker. Use information that makes sense to them. Use Philosophy and Goals and Objectives of National AFV Day Odyssey as your guide.
 - c. Explain that the NAFTC is the key sponsor and tell a little about the NAFTC. NAFTC information, such as the brochure will help here.
 - d. Explain why your organization is involved with Odyssey. Explain your local Odyssey event's connection to the national day's objectives and what makes the local event unique.
 - e. Describe others who are participating, helping, or supporting the local event.
 - f. Explain exactly what the potential participant's role will be.
 - g. Explain how the speaker's participation will benefit him or her; emphasize benefits that are most important to him or her (for example, reinforce position on environment, establish commitment to certain causes or organization, and obtain better exposure for their products or services to a wider audience).
 - h. If applicable, explain special considerations that might apply to him or her, such as floor space, time to set up, potential number of attendees that will see the exhibit, etc.
 - i. If potential speaker is a VIP or national-level celebrity, you may have to seek a special recruiter using the same points above.
 - i. Note that your organization may have specific recruitment procedures, especially when inviting VIPs. Make sure to check because designated personnel may need to be involved in the process.
 - ii. Also, please check with NAFTC Headquarters for our input if inviting national-level VIPs because we may need to be involved.