



[www.DenverSeniorCoalitions.org](http://www.DenverSeniorCoalitions.org)

The four Denver Senior Coalition Chapters are networking organizations with members ranging from senior housing, home health industry, health and medical services, referral agencies, professional services such as legal and financial and other community-based service organizations. Members include both individuals and companies, for-profit, non-profit and government agencies.

## **Chapter Speaker-Presentation Directors – Job Description And overview for the Vice President in charge of Speakers**

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**Subject:** **The Denver Senior Coalition Chapter Speaker-Presentation Director Job Description**

**This memo reviews the job description and duties for Denver Senior Coalition Speaker-Presentation Directors and the Vice President in charge of the DSC Speaker Committee**

**If you make changes to this file – please send updated document to Karin Hall**

**Karin Hall Contact Info: 303-794-0799 – [Karin@SeniorsResourceGuide.com](mailto:Karin@SeniorsResourceGuide.com)**

### **Overview - The Denver Senior Coalition Chapter Speaker-Presentation Director Job Description**

The Denver Senior Coalition Speaker-Presentation Director arranges for engaging speakers and presentations for their chapter's meetings. Topics and speakers should be educational and/or general high interest to our members. Topics can range from government to non-profit to authors to other topics of interest to our members. It is important that the speaker be a vetted and strong speaker.

### **Job Description for Chapter Speaker-Presentation Director - Overview**

1. Find good quality speakers for your chapter
2. Use the interview form to learn more about the Speaker and vet them  
<https://www.denverseniorcoalitions.org/about/suggest-a-speaker/apply-to-be-a-presenter/>
3. Once you have approved a speaker, then email the "Speaker Form" along with information on what Chapter you represent and what month your speaker will be presenting to Karin Hall.  
Karin Hall, as the webmaster will post the speaker information on [www.DenverSeniorCoalitions.org](http://www.DenverSeniorCoalitions.org)  
Karin Hall Contact Info: 303-794-0799 – [Karin@SeniorsResourceGuide.com](mailto:Karin@SeniorsResourceGuide.com)
4. Educate the speaker on what to expect at a meeting
  - See page 4 for a sample informative email to send that has the timing of the meeting
  - Many of our meeting locations do have sound systems with wireless mics
  - Many of our meeting locations have flat screen TVs that a presenter can connect their laptop to. Find out if the speaker needs a flat screen TV for PowerPoint or showing a video. If the host location does not have a flat screen TV and the speaker really needs one, then the speaker may need to present in a different month.
  - *Very rarely will a meeting location have a projector for our speaker to use. In general, if a speaker asks for a projector, tell them they are welcome to bring their own.*
5. As the Speaker Director, you take charge of the speaker once they are booked (i.e., confirm them, see what they need, make sure they know the procedures, email them reminders before the meeting)
  - If the speaker is booked out months in advance then give them multiple reminders
6. Introduce the Speaker at the Denver Senior Coalition Meeting
  - You can use what is posted on the website or what was submitted in the Speaker Application

7. On occasion your Chapter's meeting location host may also be providing the speaker. Coordinate with your Chapter's Location Director to see if there are any speakers available for host locations.
8. Send quick emails to the other Chapter Speaker Directors on a monthly basis so same topic is not repeated in the same month with all Denver Senior Coalitions Chapters.
  - This is out of respect of our members that have joined 2, 3 or all 4 chapters.
  - Mention to any speaker applicant that they should only apply to one chapter per year for a speaker opportunity
9. Reach out to your Chapters Location Director so they send you the list of meeting locations that are booked. The speakers you book will want to know where they will be presenting. Location Directors should be working ahead and know these locations one or two months in advance.
10. Each Chapter has a VP that handles either Locations, Membership, JCAF or Speakers. These are people that you can go to with questions about procedures.
11. Speakers for Joint Meetings should be worked on with the Vice President of Speakers and all of the Chapters' Speaker-Presentation Directors, so we have the strongest and best speakers presenting at Joint meetings.

## Additional Information for Speaker- Presentation Directors

### If you need assistance, there is a Vice President of Speakers.

**This is the Vice President of the East Chapter. Responsibilities of the Vice President in charge of the DSC Speaker Committee**

1. **Coordinate the Presenters & Programs for the 4 Joint Coalition Meetings to get the very best speakers for the Joint Meetings.**

This means calling and interviewing potential speakers and verifying that they are good speakers either from first-hand knowledge or a trusted referral

On occasion a Joint Coalition Location Host may provide the speaker(s) such as at the June Joint Coalition meeting at the Anschutz Medical Center has provided Dr. Huntington Potter as the speaker. This is to be encouraged with high quality hosts that have high quality speakers.

If the Location Director books the Speaker, then the VP in charge of Speakers should take charge of the Speaker once they are booked (i.e., confirm them, see what they need, make sure they know the procedures)

2. **Exception – The Holiday party does not require a speaker**
3. Train the Chapter Speaker Directors in how to locate, interview and vet speakers
4. Offer support and ideas for programs to the four Speaker Directors including holding at least one meeting per year to share ideas and speaker resources
5. Assist with booking and handling speakers for Speaker Directors in case of emergencies
6. Update the Speaker Director Job Description as needed

## Goals of the DSC Speaker Committee as a Whole

1. Improve the quality of the speakers and presentations for all coalitions
2. Share the best speakers for the joint meetings where we get the most exposure to grow membership
3. Develop speaker database that Speaker Directors can hand off to the next set of Speaker Directors to be elected

## General Tips for Denver Senior Coalition Chapter Speaker & Presentation Directors

### 1. **Watch out for Speaker Conflicts with the Host Locations**

As an example, if a funeral home is hosting us, you would not book a competing death care professional as a speaker at that location. This has happened once.

### 2. **In general, there should be a full year between speakers coming back to present**

### 3. **General Notes about Good Speakers**

Speakers should provide an educational presentation about a topic that would be of interest to many of our members. The Speaker's presentation should not be self-promotional or promotion to purchase a product or service.

### 4. **Speaker Panels & Members Speaking are welcome but must meet certain qualifications**

A. In general, individual members are not allowed to make presentations to the Coalitions. This has come about because of the inability to find a way to give all members equal time to be presenters. We are just too large to give all members an equal opportunity to speak

B. The group is open to Panel Presentations.

C. Any panel, and particularly those that involve members, must be approved by the Denver Senior Coalition Board Presidents and Vice Presidents (this includes the VP of Speakers).

– Basically, rely on the VP of Speakers to make decisions about Panels but get approval of the Board

D. What are some ideas for speaker panels?

- Panel about non-profit organizations serving for low income seniors

- Panel about transportation

### 5. **Red Flag reasons to not book a Speaker**

No website

No business cards

Too self-promoting

Lack of industry experience

They are a poor speaker and not engaging

Will Promote a service that conflicts with our core members (in-home care and senior housing)

### 6. **In general, the Location Director for each coalition needs to book meeting locations first and then share that list with the Speaker Directors and the Vice Presidents in charge of Locations and Speakers**

- This is important so that when the Speaker Directors work to recruit a speaker, they can tell the potential Speaker where the meeting will be held.

### 7. **Locations Director**

Location Coordinators will create a single word file with all the dates for their coalition's meetings for that year. As they book locations, they add the actual location to the word file and then email the file to their Speaker Director, the VP of Speakers, The VP of Locations and the Webmaster.

### 8. **If a Speaker Cancels at the Last Minute**

If a Speaker cancels at the last-minute contact your Chapter's President, your Chapter's Vice President and the Vice President of the Speakers to get ideas for a last-minute replacement.

A. Have some marketing and networking exercises organized that can be used as a last-minute presentation in case a speaker does not show or cancels at the last minute.

B. Also, if the speaker does not show, members may just appreciate the extra time to network. For example, you could allow the members to give an expanded introduction about their organization.

### 9. **Snowstorms and Emergency Cancellations or changes**

A. Snowstorms – in general we do not cancel meetings for snowstorms because our hosts have usually prepared a refreshment that cannot be cancelled. Attending a meeting during a snowstorm can be a rewarding because fewer people are attending which gives more time for networking, announcements and introductions.

B. Cancellations Due to a Health Situation at a Host Location

We have had a meeting cancelled with a day's notice or less due to an outbreak of a communicable disease like norovirus. Generally, the Location Director will know first and then they contact their President and the Webmaster.

- The Webmaster (Karin Hall) will post a notice on the website about the cancellation.

- Share with members that it is always a good idea to always check the coalition website right before a meeting to get updated event information.

- C. In the case of a last-minute change or a cancelation of a speaker, CALL Karin Hall at 303-794-0799 plus send an email. The website can be maintained from any web browser that is a secure network.

- Karin Hall – 303-794-0799 – [Karin@SeniorsResourceGuide.com](mailto:Karin@SeniorsResourceGuide.com)

**D. Joint Coalition Meetings**

Joint Coalition Meetings are held three times a year in March, June and September at a time to be determine. The meeting locations and day of the month can vary for Joint Meetings.

- 1) The VP of Speakers will work with Chapter Speaker-Presentation Directors of all Chapters so we have the strongest and best speakers presenting at Joint meetings.
- 2) For the Holiday Party in December no speaker is required.
  - a) The Holiday Party is generally held in early December

**10. Be Prepared to take Compliments and Criticism**

Note that members will share both compliments and criticism of speakers and programs. If a member has a 'big' issue refer them to a Chapter President. Do contact the President first and let them know what is going on.

**11. Membership Recruitment**

All officers are equally responsible for all public relation activities that would increase membership through community awareness. All Directors are encouraged to invite new members and to contact members or visiting members to attend monthly meetings.

**12. Speakers who are booked to talk need to know details about our meetings.**

Below is typical email information to share with a speaker who has been booked. Adjust attendee numbers for a regular Chapter meeting. Be sure to write a Subject Line that includes the Denver Senior Coalition Name and date of the meeting

***If you chapter has different hours, then adjust the times accordingly***

Subject: Tuesday, 00-00-0000 is the Denver Senior Coalition Meeting where you are presenting

Thank you for agreeing to be a Speaker for the Denver Senior Coalitions. Typically, our chapter meetings can attract 40 to 65 members.

Do you need anything for the presentation such as a flat screen TV? We can ask the community if they have a flat screen TV in the room. Most of the communities do have sound systems.

In general, a meeting is from 9:30 to 11:30 with this type of schedule:

**Our meeting is on Tuesday, 00-00-0000**

**Denver Senior Coalition Southwest Chapter Meeting**

**Location: Sunrise at Orchard**

**Address: 6335 S Holly St. Centennial, CO 80121**

People often start arriving at 9AM to get close-in parking

9:30 to 10AM is some type of continental breakfast and member networking (plan to arrive early and enjoy some breakfast with us)

10:00 to 10:10 – announcements, coalition business and introduce our housing host Sunrises at Orchard

10:15 to 10:45/11:00 is your presentation and out of that allow for Q&A (basically we allow 30 minutes)

11:00 to 11:30 are introductions, wrap up announcements and networking

Our website is [www.DenverSeniorCoalitions.org](http://www.DenverSeniorCoalitions.org) – and we will be posting information about the speaker on the website.

We encourage you to bring brochures to share and plenty of business cards. Call or email me with questions. Thank you for taking the time to present.

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