



P.O. Box 958  
Wheatland, CA 95692  
Telephone 530-633-4858  
Fax 530-633-0365  
[www.californiashipstoreefs.org](http://www.californiashipstoreefs.org)

## CHARTER FOR SPEAKERS BUREAU COMMITTEE

### WHY IS THIS MISSION NEEDED OR WHY IS IT IMPORTANT

California Ships to Reefs must have a team of speakers in the field making presentations to anyone and everyone who will listen, particularly potential opponents. We need to be certain that the message being provided is the same statewide and is never allowed to become outdated. For many in any audience, this will be their first exposure to California Ships to Reefs and the project so it is imperative we put our 'best foot forward', and that the message is consistent and current.

### DESCRIPTION OF WHAT NEEDS TO BE DONE

1. Utilizing the message provided by the ~~Message Development Committee~~Board of Directors, in coordination with Public Relations, Project Representatives and planning, prepare standardized digital presentations keyed towards each prospective audience such as Diving Industry, Fishing Industry, Business Community (i.e., Rotary, Kiwanis, etc.), Tourism Industry (Chambers, Visitors/Conference Bureaus), Environmental organizations
2. Train Speakers Bureau on each version of the presentation so entire committee is providing the same information statewide.
3. Provide each member of the Committee with all versions of the presentation.
4. Develop standard protocol and materials required for reporting back on discussions/questions that may arise.
5. Evaluate reports on discussions/questions
6. Working with Message Development Committee, request formal corresponding answers and/or documents as required.
7. Provide follow-up responses to originators of questions as required.
8. Update Speakers Bureau members with new information as required.
9. Have a quality control protocol to monitor speakers.
10. Develop a method of evaluating success of Speakers Bureau

### DEFINE SUCCESS FOR THIS COMMITTEE

1. Have standardized digital presentations keyed towards each prospective audience.
2. Speakers Bureau will be thoroughly trained using standardized materials as required.
3. Each member of the Speakers Bureau has all versions of the digital presentation.
4. Speakers Bureau promptly provides feedback on discussions/questions as they arise.
5. Reports are evaluated and tracked
6. Updates are developed in cooperation with the ~~Message Development Committee~~Board of Directors to ensure digital presentations never become outdated and Speakers Bureau is provided updates as required.
7. Follow-up responses to questions/discussions are provided to originators.

OVERALL PROJECT: For the duration

### SKILLS/PEOPLE OR EQUIPMENT NEEDED TO ACCOMPLISH MISSION OF COMMITTEE

People with knowledge of digital presentation software, graphic designer, people who can speak in front of an audience, people who listen well, people with good follow-up skills, people with teaching skills, people who know how to evaluate results