
TIPS FOR CREATING EFFECTIVE SPEAKER PROPOSALS

Participation in the Call for Speaker Proposal (CSP) process is one benefit of listing with the Directory of Dental Speakers (d.d.s.). The CSP process is open to members only (*unless the planner does not find a good match for their meeting from within our membership*).

Following are a few tips to help you create an effective Speaker Proposal:

- 1) **Create an “introduction letter” that you can use as a template.** This will streamline the process as you will just need to tweak the letter to change the details each time. Learn more about introduction letters at:
 - “Speaker Proposals that Hit the Mark”
<http://archive.constantcontact.com/fs150/1101624324140/archive/1104603128833.html>
 - “Does your Introduction Letter Introduce You Well?”
<http://archive.constantcontact.com/fs150/1101624324140/archive/1103792488677.html>
 - **Download a TEMPLATE.** Please modify to make this document your own:
WORD Doc: <http://www.directoryofdental speakers.com/introlettertemplate.doc> (Opens WORD)
or PDF file: <http://www.directoryofdental speakers.com/introlettertemplate.pdf>
- 2) **Address your emailed response to the planner** (*rather than Vanessa*). Send your email to info@DirectoryofDentalSpeakers.com and we will forward your email directly to the planner.
- 3) **Don’t make the planner do the work.** Don’t provide links back to your website for every item that is requested. Planners typically receive a couple dozen proposals. It’s not likely that they will track down your information. Make it easy for them to see why you are the best choice for their meeting. Take some time, make it look good, put some thought into it.
- 4) **Many CSP’s request presentations that qualify for CE. This does NOT mean that you must be an approved CE provider.** The *meeting planner* is ultimately responsible for deciding if your presentation will qualify for CE. The *meeting planner* will typically distribute the CE credits. *YOU* can help them know whether your course qualifies by **providing a clear, meaty course description and bullet-pointed objectives**. Also, let them know if your presentation(s) **has been approved for CE before**.

Remember that Practice Management and Communications topics do qualify for CE in some situations.

TIPS FOR CREATING EFFECTIVE SPEAKER PROPOSALS

If you think it's likely that your course would be considered CE worthy, please indicate this information on your proposal. If the planner feels that your presentation could be a good fit, they will contact you and this can be sorted out during your conversations.

- 5) **A demo video is usually not *essential*.** (If it is, we will indicate on the CSP.) Demo videos ARE an important element in the decision-making process *every time*. If you don't have a short demo video available on your website, I encourage you to create one. See: <http://archive.constantcontact.com/fs043/1101624324140/archive/1102730674049.html> *Contact me with any questions!*
- 6) **It is very helpful to have a relationship with companies that are interested in sponsoring your presentations.** Learn more about sponsorships at: <http://www.vanessaemerson.com/securing-sponsorship/>
- 7) **The meeting planner will contact you directly** to learn more about your programs / discuss contracting details if they feel that your presentation could be a good fit for their meeting. In the meantime, you can **check on the status of the CSP** by visiting the CSP Archives at: <http://www.directoryofdental speakers.com/callforspeakerproposal/csparchives.html>
- 8) **Some of the planners who have previously asked for proposals will go back through those proposals to find speakers for future meetings.** This is *all the more reason for you to participate* in the CSP process!

Please let me know if you have any questions. Submitting proposals can be a quick and easy process once you've streamlined it and have the necessary elements in place. If you'd like help, let me know.

Best,

~ Vanessa