

Forming a Speakers Bureau

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A basic element of raising awareness of SCORE in your community is having an effective Speakers Bureau. First, you must find SCORE counselors in your chapter who are comfortable speaking to groups. Second, speakers must be furnished with pertinent information that would hold the interest of the group being addressed.

Secure Speaking Placements

Finding an interested audience is a must. There are many organizations such as church groups or service clubs (Rotary, Kiwanis, Optimist, etc. clubs) that are constantly looking for a program for their regular meetings. Many of these groups enjoy hearing about SCORE. The SCORE chapter must seek out the opportunities to offer an informational speech. The chapter will benefit from an increased level of community awareness and will have the chance to develop new clients as well as recruit new volunteers.

Recruit Presenters

Who gives these speeches? Many SCORE volunteers have had opportunities to speak during their careers, so this is nothing new. They need to be encouraged and provided with pertinent material, including trends and stats about SCORE and small business. This can be started by setting up an informational meeting of interested members. During such a meeting the SCORE leader should discuss the opportunities and current activity. The chapter should set a goal for scheduling regular speaking events, such as one presentation each month.

What Material to Cover

Presentations should include an overview of SCORE. Be sure to tell the audience that SCORE is the premiere counseling and training resources to America's small businesses. The SCORE Association has a number of stat sheets that can be used to craft the presentation. Presenters also may want to augment their verbal presentation with a visual PowerPoint Presentation. Counselors can download and customize a SCORE PowerPoint titled Prospective Client PowerPoint from the Creativeworks Extranet (www.creativeworks.com/score).

Tell Human Interest Stories

For most presentations, typical counseling sessions and follow-on sessions are interesting, as are unusual cases. SCORE can provide basic material. The chapter can provide material that the speaker can use. It should be offered in either script or outline format. The effective speaker will use the outline and incorporate human interest stories.