

Speaker Guidelines for MCA Presentations

Thank you for accepting our invitation to deliver a presentation to the Minnesota Coaches Association! The following guidelines will help you and us: a) promote your presentation effectively, b) meet our standards for quality, and c) be clear about terms and expectations.

1. You have been assigned a contact person from MCA to handle your questions, logistics and details of your presentation.
2. The MCA Professional Development Team Co-Leaders are Denny Stockdale or Amy Bakken and you can contact them at profdev@minnesotacoaches.org.
3. All of your promotional information must be in to us *2 months prior* to your presentation date. You can submit your information to your contact person via email. Your promotional information will stay on our web site for approximately one month and will be distributed to MCA members in the monthly ezine, The Catalyst and in reminders on the MCA Yahoo list serve. This includes:
 1. Your photo in jpeg format
 2. A page from your web site
 3. Your email address
 4. Your web site link
 5. Page(s) of your book, if applicable
 6. A downloadable e-book, handouts or questions for participants to read/fill out prior to the presentation
 7. We will use the bio and presentation description you provided on your proposal, unless you wish to make changes
 8. Information about upcoming workshops you will be presenting in Minnesota (we encourage you to provide discounts or incentives for MCA members)
4. We'd like you to be familiar with our current MCA vision and mission: "**We are an inspiring and innovative community of successful coaches committed to professional excellence and making a positive difference in our world.**"
Why we exist: MCA exists to create an inspiring and innovative community of up & coming and successful coaches committed to professional excellence.
Who we serve: MCA serves up & coming and successful coaches who are actively growing personally and professionally, and integrating knowledge to improve or broaden their work. We serve coaches who are committed to giving back to and growing the profession.
5. During your presentation we ask that you focus on the workshop content , not selling your business or future programs. Please avoid use of jargon specific to your particular coach school's training. Our audience is diverse from many schools; some are new to coaching.
6. You are responsible for copying handouts. Ask your contact person for the number needed.
7. At the time of your program, your promotional materials (business card, workshop fliers, brochures, etc) may be displayed near the MCA registration table. You are invited to promote an upcoming workshop or teleclass. We expect you to provide a

person to handle your materials, set up and registration for your upcoming event. MCA does not handle this for you.

8. MCA will provide an evaluation form for participants to fill out at the end of your program.
9. Because you have been a presenter for MCA, it does not mean that MCA endorses, sponsors or will sell workshops you may present in the future.
10. MCA does not pay an honorarium or expenses to presenters.

I have read and agree to the guidelines above:

Your signature and date

Thank You!