

Solving the Society Program Challenge

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Critique Your Programs

- Do programs focus on some aspect of genealogy?
- Are speakers scheduled well in advance?
- Are programs meeting the needs of your society members?

Consider a Speaker Series

- Include mix of local and professional, historical and genealogical speakers
- Consider occasional mini-seminars – longer meetings with two presentations
- Raise money for a Speakers Fund to pay for Speaker Series.

Organizing a Speaker Series

- Determine the Speaker Series term
 - The whole year?
 - Break into segments?
- Line up speakers well in advance
- Collect info needed to promote the series
 - Speaker bios
 - Speaker photos
 - Topic titles and descriptions
 - Handouts
- Develop publicity and marketing materials
- Publicize the event!
 - Press releases
 - Emails
 - Letters
 - Social media
- Follow up with speakers
 - Contact them about a month before their presentation
 - Contact again a week before
 - Be prepared with a check the night of the meeting (in person) or a few days after (virtual)
- How much should I pay?
- As generously as your budget allows
- Minimum – mileage (not just gas) plus extra for an honorarium.

Locating Speakers

- TxSGS Speakers Bureau
<https://www.txsgs.org/programs/speakers-bureau/>
- List includes 86 speakers from Texas and beyond
 - Includes speaker topics
 - Speakers who are TxSGS members have extra info accessed by clicking “View Topics and More”

TxSGS Partner Society Leadership Forum
March 27, 2021

- Search the page for speakers in your area by searching “District **” where ** is your district. (See <https://www.txsgs.org/about/district-map/> to locate your district.)

7 Places to Find Speakers (<https://tinyurl.com/7speakertips>)

1. Schools
 - a. College professors in history, computer science, communications (interviewing), English (writing), journalism, social science ...
2. Beyond your area
 - a. Neighboring societies, historical societies, Historical Commission ...
3. Within your society
 - a. Encourage members to share their research tips, trips, and projects
4. In your area
 - a. District clerk, county clerk, JPs, Judges, local funeral homes, libraries, archives, museums ...
5. Association of Professional Genealogists
6. Genealogical Speakers Guild
7. Networking
 - Go to conferences, seminars, other society’s meetings and programs

11 Ways to Work With Speakers

1. Length of program (speaking); length of time allotted for questions
2. Is a handout desired by the Society? Distributed the day of the event or prior?
3. Time the speaker should be in place (online or seated)
4. Who is supplying the technology? (online or seated)
5. Will the presentation be recorded? Does the speaker agree to this? Who will the recorded event be available to and for how long?
6. How many will be in the audience?
7. What is their level of expertise?
8. How much will the speaker get paid?
9. Exchange both emails and phone numbers – these help in emergencies, but also provides a level of comfort
10. Is a contract needed? Will it be the speaker’s contract or the society’s contract?
11. Is a w-9 required?

Additional Partner Society resources are available on the TxSGS website at <https://www.txsgs.org/partner-society-resources/>.