



USGBC - South Carolina Chapter

Speakers Bureau Program

frequently asked questions

Purpose of the Speakers Bureau:

- To raise awareness of green building across the state by offering green building information in the form of educational speakers and presentations to traditional and nontraditional audiences.
- To establish the USGBC - SC Chapter as the definitive green building voice and point of reference in the SC building industry through education and advocacy.
- To grow support for and membership in the Chapter in a grassroots method.
- To showcase the strength of green building expertise contained within individual Chapter Members serving as speakers.

How will the Chapter accomplish this purpose through a Speakers Bureau?

The South Carolina Chapter will pursue opportunities and respond to requests to speak with organized groups about green building. The Chapter seeks qualified individuals from its membership base to volunteer their time to present to such groups.”

What kinds of organizations do we expect to request presentations from the Chapter?

Examples of potential requesters: Chambers of Commerce, Rotary Clubs, Civitan, school groups, trade associations, unions, other nonprofits, municipalities, construction organizations, real estate groups and faith based organizations.

What topics will organizations want to hear presentations on? We anticipate that “Green Building 101” will be a highly-requested topic from many groups; others may want to know specifically about residential green building, existing building retrofits, energy efficiency, water efficiency, solar applications, green building policies ... the list is practically endless! We’d like to create a standard set of presentations, but also be flexible enough to cater presentations to organizations’ specific requests.

How can I support the SC Chapter’s Speakers Bureau program? We invite all Chapter members to volunteer to become a SC Chapter Speakers Bureau speaker! This is a great opportunity to polish your public speaking skills, become more familiar with national and local green building policies and practices, and reach a wide audience to spread the word about the positive impacts of green building on our health, bottom line and environment in South Carolina.

We invite potential speakers to email Dan Gerst, the SC Chapter Communications Chair at dangerst.usgbcs@gmail.com, describing your qualifications to be a Chapter speaker and to indicating the topics and audiences to which you have made presentations. If you are a novice green building presenter interested in developing your skills by presenting standard Chapter presentations, please volunteer and indicate this.

Are there any speaker requirements? Speakers must be current SC Chapter members interested in spreading the word about green building, and have good presentation skills.

How will speakers be selected? Speaker Applicants will be screened by a Chapter committee, and

contacted for an over-the-phone interview. A goal of the Speakers Bureau Program is to continue adding new speakers over time to extend the breadth and depth of green building knowledge throughout South Carolina. We'll collect each speaker's bio and headshot, and will feature the Bureau members on Chapter e-newsletters and the website in recognition of their service to the Chapter.

How will the SC Chapter support external requests for its Speakers Bureau Program?

The Chapter will add a Speakers Bureau page to its website (www.USGBCSC.org) to support requests for speakers. The page will list the types of presentations available, the types of organizations that can request a speaker, and will provide request guidelines. Online requests will be automatically routed to the SC Chapter Executive Director.

Once a request for presentation is received by the Chapter, how will speakers be selected?

Mainly by geography and area of expertise. The Executive Director will work with the Branch Communication Chair representing the branch area where the event is to occur to select potential speakers from the Speakers Bureau pool. The selected speaker will be contacted by the Branch Communications Chair to confirm availability for the event.

What happens if I'm selected to be a speaker? Once a speaker has accepted a speaking engagement, the requesting organization will be informed and sent the speaker's contact information and bio. The organization will be requested to send event location directions and information about the audience to the speaker.

Will I be expected to generate my own presentation? The USGBC-SC Chapter will maintain a library of standard presentations about USGBC, LEED, green building, and the SC Chapter that should support most events. Speakers may however submit other green building presentation ideas to the Chapter for review and for potential inclusion in the Speakers Bureau presentation library. Presentation Content provided entirely or partially by the Chapter or speaker will include a standard set of slides about the SC Chapter.

Can I expect to be reimbursed for my travel expenses? Speaker candidates should be selected from nearby to minimize travel costs. The requesting organization will not be asked to cover any travel expenses for the speaker, but may provide a token gift of appreciation and/or meal. If a cash Honorarium is offered, it should be donated to the Chapter.

Will I need to bring anything to the event? The Chapter will provide an attendee sign-in sheet and any relevant handout materials to the speaker in advance of the presentation. Afterwards the speaker will send the attendee sign-in sheet to the Branch Communication Chair to add these email addresses to the Chapter email list, so thank you messages can be sent.

Are there any topics I will need to avoid? Speakers will be asked to avoid any conflicts of interest and refrain from promoting any companies, products or services during their presentations. They will certainly be allowed to exchange business cards and network during and after the event.