IN PERSON

Travel

Closest airports

What time will it be on the day of the event? PST MST CST PST

Venue name address

Hotel name, address

Please send the speaker a hotel confirmation number

Best way to get from the airport to the meeting/hotel, most speakers rent cars, use Uber/Lyft

Who shall book the hotel room? Speaker or Event Planner

hotel member number, bed size, smoking, handicap

Weather concerns, offer car service, offer a member to pick the speaker up

Unfamiliar city >1 hour away, offer car service, offer a member to pick the speaker up

Speaker to reach out to the on-site person when they arrive at the hotel

Speaker to reach out event planner to share their travel itinerary for hotel check in/1 or 2 nights stay needed

Speaker Requests

Event name

Number of potential attendees

Name and contact info of the planning person

Name and contact info of the onsite person

Give speaker am or pm at their requests depending on their home time zone

Speaker to give the on-site person an emergency contact name, number, relationship

Does the speaker need to provide attendee handouts and if so how (electronically, printed)

Have speakers present all courses at the same time (when applicable) versus 8-10 am and 3-5pm on the same day

Let speakers know if you are requesting ABO, NCLE, CPC and what level you need GK, Tech 1, Tech 2, Dual

Unless the state can afford to submit for renewal, please select current courses versus expired ones

Is this a 50- or 60-minute ABO/NCLE/CPC state

When the last class is a 2-hour course (your state is 50 minute) offer to run the class without a break (1h 40 m)

Sponsored Speakers

Is the speaker potentially sponsored? Allow up to 4 weeks for sponsorship approval

Which courses can be presented? Only the sponsors courses? Both the sponsors and the speakers' courses?

Most speakers are sponsored for 1 day. Ask before scheduling them for 2 days of speaking

Some sponsors may ask that the state provide the hotel room and they cover the rest.

Sponsors want recognition and may request the following;

State Society web page, email blasts, onsite schedule, onsite signage, onsite verbal's, onsite table

Sponsored speakers can email the companies banners, logos etc. for marketing

Non-sponsored Speakers

Negotiate the honorarium and put it in writing, offer 1099 for IRS, Honorarium = $ per hour or $ per day

Some states pay the honorarium/expense reimbursement during the event

Some states pay the honorarium during the event and expenses be billed post event

Some states request they be billed post event

Offer a contract that is more of a guideline on what is to take place so there are no surprises

Venue

Choose a convenient date that does not conflict with another optical event

(VEE/VEW/SECO/GWCO/EastWest/HOACLS/AAO/UOA Leadership/Neighboring State events)

Does the speaker need to register for the event

What meals are provided?

Is there a meet and greet and/or evening social events?

Is there a theme for the event?

What Audio Visual equipment is needed in the speaker's room?

Hybrid

Let the speaker know the number of potential attendees in person and virtually prior to the event

Remind speakers to repeat questions asked by in-person attendees so the virtual attendees are in the loop

Key Code slides/Poling Slides/QR Code slides request in a timely manner

Leave the slide up for 30 to 45 seconds before continuing

Address questions in real time or at the end for virtual attendees (Most speakers prefer in real time)

Does the speaker need to provide attendee handouts prior to the event

Offer time for the virtuals to interact with the vendors/speakers after the courses

Virtual

Let the speaker know the number of potential attendees

Platform link in a timely manner (Zoom, Microsoft Teams, Webex, GoTo Meeting)

Key Code slides/Poling Slides/QR Code slides request in a timely manner

Leave the slide up for 30 to 45 seconds before continuing

Does the speaker need to provide attendee handouts electronically prior to the event

Schedule quick or no breaks between courses

Schedule a short lunch break (10-20 minutes)

Address questions in real time or at the end (Most speakers prefer in real time)

Offer time for the virtuals to interact with the vendors/speakers after the courses