

Qualifications of Faculty Checklist

- **Knowledge of Subject Matter**

Instructors must be knowledgeable of the subject matter and be successful practitioners of their subject matter.

- **Competent in the Processes of Instruction**

Instructors should be competent in instructional techniques and in matching these techniques to their subject matter and audience, as well as evaluate and provide feedback to the participants.

- **Ability to Respond Effectively to the Background and Experience of Participants**

Instructors should be able to tap into their audience's experiences and backgrounds to enhance the effectiveness of the presentation by relating to experiences of the audience.

- **Credibility**

Instructors should demonstrate credibility based on their position, background, experiences and/or personal impact.

- **Enthusiasm and Commitment**

Instructors should be enthusiastic about their subject and committed to teaching others.

- **Personal Effectiveness**

Instructors should be organized, prepared, use humor effectively, have an interest in participants learning the materials and adjust their presentation to the needs of the audience.

- **Knowledge of Participant Organization**

Instructors need to have basic information about the organization or groups from which the participants will come.

- **Educational Level**

Instructors should have a certain level of formal education that is appropriate to the content, participants and organization sponsoring the program.

Printed with permission from the Planning Programs for Adult Learners, Caffarella RS, San Francisco, Jossey Bass 1994.

20 Questions to Ask BEFORE Hiring a Speaker

by Tom Antion

1. Is the speaker's topic right for my audience?
2. Does the speaker have verifiable references?
3. Does the speaker have audio and/or video demonstration materials? These materials should show you what the speaker is like in front of an audience. Caution: Don't get hung up on the topical information on the demo tape. Remember that you are looking to see how the speaker or trainer works at the front of the room.
4. Does the speaker customize? To what level?
5. Is the speaker entertaining as well as informative?
6. Does the speaker do thorough pre-program research? Will the speaker be interviewing employees or members of the organization, or obtaining information about the organization and industry to prepare for the presentation?
7. Does the speaker provide handout masters and/or finished handouts? Often your organization's name, logo and particulars can be incorporated in the handout.
8. Does the speaker involve the audience? Depending on the type of presentation (is this a lecture or a training workshop?), the speaker should speak directly to the audience and encourage questions.
9. Does the speaker use only clean and appropriate humor? Off-color, racial, ethnic, gender or even slightly blue jokes or comments can turn your audience off in a heartbeat. Ask the speaker's references about this.
10. Does the speaker accommodate hearing and sight impaired audience members (i.e., Handouts in Braille, audio tapes, etc.)?
11. Is the speaker accessible to all attendees before and after the event? Make sure the speaker is willing to arrive early and stay for a while after the event. The audience will want to shake hands, ask questions, get autographs and ask about materials for sale. Tip: Always include a break after each speaker.
12. Does the speaker "hardsell" products from the platform?
13. Is the speaker's office responsive to requests for information? Will the speaker's bureau help you get answers to all of your questions?
14. Is the speaker easy to get along with (determined from references and personal conversations)? Does he or she make stringent demands? Is he or she willing to make last-minute adjustments?
15. What is the speaker's fee?

16. Is the speaker's fee negotiable? If yes, what do you have of value to give in return for a fee reduction? Possibilities might be a videotape master, list of attendees, testimonial letter, referrals, extra night accommodations, choice of time slot, choice of date, multiple performance contract, extra publicity, spouse airfare and meals, products or services.
17. Does the speaker offer any discounts on his or her fee (for certain geographical areas, resorts, time of year, nonprofit organization)?
18. Can the speaker fill more than one time slot, which will save money on hiring another speaker and paying additional travel costs?
19. What are the payment terms of the speaker's contract? Typically, a 50 percent deposit is required to hold a speaker's date.
20. Can you arrange to preview the speaker at nearby functions to get a clear picture of the speaker's delivery, manner, language and poise?

After all these questions have been answered to your satisfaction, the decision to hire or not should be much easier. Don't settle for someone who makes you uncomfortable—it's worth the time to do thorough research.

Direct questions or comments to: Tom Antion, Box 9558, Virginia Beach, VA 23450. Phone: (757) 431-1366; Outside Maryland, (800) 448-6280; Fax: (757) 431-2050; Email: orders@antion.com.

Printed with permission from Tom Antion