

About CAPCA's Speakers Bureau program

The Speakers Bureau program is a vital part of CAPCA's outreach effort. It's designed to provide yacht clubs, civic groups, boat shows, and professional organizations with a source of competent guest speakers who can talk knowledgeably about maritime topics.

Our aim is to make CAPCA more visible in the maritime community in the Annapolis-Baltimore-Washington area, attract more new members, and interest people in our Hire a Captain program. We believe that offering a Coast Guard-licensed captain as a speaker is a good draw.

We regularly publicize CAPCA's speaker program through notices in SpinSheet and PropTalk, and an ad on the public homepage of the CAPCA website. There is a Speakers Bureau menu item under ABOUT US on the public homepage that takes non-members to the list of CAPCA speakers, their contact information, and topics covered. Additionally, we often partner with maritime organizations such as the Annapolis Boat Shows, to provide knowledgeable speakers for their free seminars or Cruisers University.

If you accept a request to speak, we ask that you follow the guidelines provided in this handbook. If the request came through our self-service Speakers Bureau, please let our [CAPCA president](#) know – it's the only way we'll know how well the program is doing.

Preparing Your Presentation

Some things you'll want to know about the venue:

- Location (if in person) or online
- Date
- Time
- Length of presentation
- Level of audience knowledge of topic
- Size of audience
- Availability of laptop, projector, and screen
- Dress code

The contents of your presentation or your PowerPoint are up to you. If you aren't adept at putting together a PowerPoint presentation, we have some CAPCA members who have volunteered to help. All we ask is that you:

- Include the CAPCA logo on the first and last slides, as a prompt to include a brief mention of CAPCA and what we do.



- Ensure the information you impart is accurate and that you have not included anything that might reflect badly on CAPCA.
- Use only your own photography or photos that you have been given permission to use. CAPCA does not use copyrighted photos without prior written permission. If you include photos from a site that allows use of their photos, e.g. U.S. Coast Guard, you should include a small citation on the slide, e.g. photo courtesy of the U.S. Coast Guard.
- Have someone who is good at proofreading review your visuals for spelling and grammar. We can supply a proofreader to do it quickly. Contact webmaster@capca.net for assistance if needed. Of course, a PowerPoint presentation is optional; if you don't need it, you don't have to use one.
- Refrain from promoting your own business or service offerings within the contents of your presentation. Instead, you may briefly mention your business on the last slide and ask attendees to leave their contact information on your sign-up list if they are interested in learning more. You may also bring personal business cards or marketing materials for attendees to take with them following the presentation.
- Don't accept any fees or expenses. This is a public service from CAPCA to the public, and we're not charging for it, nor will CAPCA assume any expenses on your behalf. Accepting refreshments or a meal at a luncheon or dinner meeting is certainly okay. Unless offered, please don't ask to be reimbursed for travel; if the event is that far away, let someone else take it.

The Day of Your Presentation

On the day of your presentation, we do ask that you:

- Wear a CAPCA-logo shirt when speaking because of a Speakers Bureau assignment. You can buy a shirt through our online store (log in to the member side, go to the MEMBERS KIT menu and to the dropdown SHIP'S STORE).
- Include a brief mention of CAPCA (one or two minutes at most) at the start of your talk, telling attendees what we do and who is eligible for membership.
- If the organization's host has no objection, bring a sufficient number of CAPCA rack cards and distribute them to members of the audience or place them on a table for people to pick up. If you need more rack cards please order them through communication@capca.net. Specify how many you need and when you need them. Please don't forget to retrieve the cards that haven't been taken.



After the Presentation

After you return from the presentation, please complete a post-speaking evaluation form telling us how everything went and providing any suggestions that future speakers can use if the same organization makes another request. You can find the form by logging on to the members section of the website, going to the ABOUT US menu tab, SPEAKERS BUREAU PROGRAM menu item, and Post Speaking Evaluation. Reviews can be viewed under the ABOUT US menu tab, SPEAKERS BUREAU PROGRAM menu item, and Speaker Reviews.

Thanks for being a member of the CAPCA Speakers Bureau!