



Working With Partners Chapter Toolkit

Working With Partners

Chapters invest considerable effort in planning and presenting events at which vendors and partners are invited to participate. Vendors and partners contribute substantially to the financial success of chapter endeavors through their exhibitor fees, sponsorships, and advertising. This toolkit is designed to provide chapters with tools, tips, and best practices to help them work most effectively with partners.

This toolkit will walk you through the process of selecting and working with partners, and will also provide ideas and templates for working with sponsors, exhibitors, advertisers, and speakers.

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SECTION I: WHY PARTNER?

Your chapter board exists to set the mission and strategic plan for your chapter and work with member and partner support to implement that plan. You don't have to go it alone. Establishing strategic partnerships helps to make the chapter efficient and boost its effectiveness. You can enhance your operational goals by joining forces with another organization.

Strategic partnerships can offer many attractive benefits, from improving outreach efforts to enhancing programs and services. There are many ways a partnership can help you provide higher-quality programs and services and leverage funding.

This toolkit is designed to provide chapters with best practices to help them work most effectively with strategic partners, sponsors, and vendors.

Definitions and Best Practices

The first step to planning a partnership is to clearly define what you want to get out of it. You need to identify and clarify your chapter's needs. It is also vital to define what you will provide the partner. Create a memorandum of understanding or other written agreement outlining the important aspects of the collaborative effort.

Let's define the different relationship types:

- **Partners**—Exchange of mutual benefit services.
- **Sponsorships**—Organization becomes an annual or event sponsor, providing funds to the chapter for promotion of their company.
- **Advertisers**—Organization pays to have their product or service advertised to your members.

Strategic Partnerships

Your chapter might partner with your local workforce development program to give opportunity for members to contribute. You might partner with a business to obtain a great meeting venue while they are provided professional development for their talent development employees. You could partner with a local university by providing its students with free or low-cost memberships, including student leaders on your board of directors, and gaining future members when these students enter the workplace.

Before considering a partnership, your chapter should take great care to fully assess the possibilities with the partnership and the partner. You should evaluate potential partnerships in terms of your chapter mission, goals, and strategic plan. Your chapter board should be able to identify and effectively communicate the specific need and reasons for the partnership.

Here are the general steps to the process:

1. Determine your chapter's strategic need and the desired result from the collaboration. Gather your board to determine whether areas of the chapter's strategic plan would be enhanced by collaboration, and what level of integration and length of partnership are required to achieve the goal you've defined.
2. Identify potential organizations to collaborate with and begin conversations.
3. Consider practical implementation challenges. Discuss the strengths, weaknesses, opportunities, threats, and challenges of aligning with the organization.

4. Create the memorandum of understanding. Make sure there are no surprises. Make certain all stakeholders agree and feel comfortable with any agreements. After the MOU is implemented, communicating openly, learning, and adapting are essential to ensuring a healthy and successful partnership.

Common Partnership Organizations

The following are the most common organization partnerships that are utilized by local ATD chapters. This list provides examples, but it is not all-inclusive.

Organization	Partnership Type	Resources
Local Chamber of Commerce	Venue Space Programming	
Local College and Universities	Venue Space Programming Partnerships Catering Event Staffing Increased Student Growth in Chapter Student SIGs	Chattanooga Chapter: Partnering With a Local Community College's Culinary Department Lincoln Chapter: Partnership Plus (Successful Collaboration Between ATD-Lincoln and Southeast Community College)
Corporations	Potential Chapter Leaders and Volunteers Membership Venue Space Programming Sponsorship	Metro DC: Partnership Model South Florida: Conference Sponsorships
Local Nonprofit Organizations	Chapter Visibility to Local Community Community Service Projects Membership	Northeast Wisconsin: Changing Venues and Improving the Community
Local Professional Organizations	Shared Memberships Shared Programming Programming Discounts for Members	Puerto Rico: SHRM Partnership & Conference Northern Rockies: Co-Sponsored Networking Event
Technology Organizations	Chapter Advertisement	
Local School Districts (Public and Private Institution)	Venue Space Programming Partnerships	

Chapter Best Practices

The following are relevant Sharing Our Success (SOS) submissions:

- Central Iowa: [Creation of a Vice President of Strategic Partnerships Role](#)
- Pikes Peak: [Process for Sponsorship and Partnerships](#)
- Upstate South Carolina: [Memorandum of Understanding](#)
- Houston: [Launching a Leadership Council](#)

Sponsorships

Sponsorship support can help your chapter financially. Your members are the sponsor's potential clients. You can help the organization connect to talent development professionals in your region. Sponsoring your chapter will allow them to share their products or services that support talent development. You might consider these options:

- **Annual sponsors**—charge an amount to become a gold, silver, or bronze sponsor all year long. Include a sponsor directory on your website. Sponsorship packages could include membership, attendance at events, targeted website advertisement, and promotion in chapter newsletters.
- **Event or conference sponsors**—sponsors can greatly reduce costs for chapter events and conferences. Benefits to the sponsor could include a table in an exhibitor area, promotion in conference materials and advertising, targeted messages to your members, event attendance, and more.
- **Chapter meeting sponsors**—If the advertiser has products or services that support talent development, your members are a perfect target. Your members attend events to learn. This is an opportunity for the sponsor to share their resources. By sponsoring a chapter meeting, the sponsor can have a chance to briefly share its products or services with your membership. For instance, you might allow them to have a drawing, provide swag, and share for three to five minutes on its products or services.

SECTION II: HOW TO WORK WITH DIFFERENT TYPES OF SPONSORS

Working With Sponsors

Sponsoring a chapter event gives vendors the chance to get their company name and description of services to talent development professionals.

Overall guidelines for finding your most likely prospects:

- Target companies that are familiar with or active in sponsorship. It takes a great deal of effort to educate a prospect not only about your event, but also about the general guidelines of sponsorship.
- Target sponsors of other events in the talent development industry. They have a demonstrated interest in reaching people in the industry.
- Target competitors of sponsors. Competing companies target the same or similar audiences, so when one company within a particular category sponsors an event, the competition will likely want to get involved as well.

What sponsorship opportunities can your chapter offer?

What are the specific areas of your events that directly translate to potential benefits for sponsors? Below are a few examples of sponsorship opportunities common to ATD chapters:

- Sponsor logo included on print and electronic communications, which may include invitations, electronic marketing pieces, registration, program and handouts, and so on.
- Publications and collateral materials—by advertising or otherwise being associated with these items, a sponsor can achieve visibility and brand reinforcement.
- Website—having the sponsor’s logo featured on the event’s official website allows the sponsor to extend its reach.
- VIP opportunities—including invitations to receptions, hospitality, and parking that the vendor can pass along as incentives to its customers/clients.
- Databases—sponsors may want access to the event attendee list for direct marketing purposes. It is a best practice for the chapter to send any emails on behalf of the sponsor due to privacy concerns members might have with their data being shared.
- Sub-events—including speaker tracks, breakfasts, and receptions, a sponsor gets a proprietary platform to convey its message.

Selling the Sponsorship Package

The following are steps your chapter might take to sell the sponsorship package:

- Identify the key point of contact or decision-maker at a company.
- Call the contact to set up a meeting.
- If successful with the initial contact, prepare the presentation. If unsuccessful, send a proposal and call to follow up.
- At the meeting:
 - State the meeting objective.
 - Introduce the sponsorship opportunity and key selling points.
 - Ask questions of the prospect to solicit input/feedback.
 - Expand on key selling points and execution.
 - Listen to and address the sponsor’s questions and objections.
 - Revise the proposal based on the prospect’s needs. Present the revised package and fee to the prospect.
 - Obtain verbal agreement on revised proposal.
 - Fulfill the contract, overdeliver on your promises, and renew.
- Initiate sponsorship contract, negotiate, and close the deal.

Servicing and Renewing Your Sponsors

The key to a successful sponsorship program is having sponsors that want to come back year after year. If you have to put the time and effort into recruiting a new batch of sponsors each year, your return on investment (ROI) will be greatly lessened. The Kansas City Chapter has an [example sponsorship prospectus](#). The following are some steps you should take to maintain a good sponsorship relationship and keep the sponsors coming back in the future.

- Identify staff and communicate effectively by:
 - designating members to manage sponsorships
 - ensuring sponsors know they have a liaison assigned to them
 - specifying how you will report results to your sponsor.
- Manage sponsor visibility, and ensure that visibility is consistent and proportionate to sponsor level.
- Educate your audience:
 - position sponsor to be well received
 - communicate the sponsor's role
 - highlight the added benefits to audience.
- Manage sponsor expectations.
- Commission audience research and document results. Conduct post-event survey and include questions about sponsors in survey.
- Keep the sponsorship program fresh by offering new programs each year.

Working With Advertisers

For a fee, advertisers can promote their products and services to your talent development community by placing an advertisement in your newsletter, putting their logo on your website, listing in a sponsor directory, a news posting, or job posting. One way to increase your chapter's revenue is to accept ads on your website, in your program book, and in your e-newsletter.

Attracting Advertisers

Advertisers need a reason to buy space in your publication. What are the benefits of doing business with your chapter? The following are tips for attracting advertisers:

- Attract advertisers with evidence. Provide information about how many unique visits your website gets per day and how many members read your e-newsletter.
- If you are trying to get advertisers to advertise in a conference program book, let them know how many attendees there will be and demographic information.
- Provide competitive advertisement rates. Research your competition, and adjust your rates accordingly. Present your rates, specifications, and contact information in the most logical place on your website and in your e-newsletter.

- Get testimonials from your readers and other advertisers. Give potential advertisers something to gain.

Advertiser's Information Packet

Once you have collected a list of leads, you will need to come up with a way to present your information to potential advertisers.

An advertiser's information packet can include:

- chapter information and background
- website and e-newsletter demographics
- advertising options and current rates
- payment methods.

Tip: It may be a good idea to offer incentives or discounts. Give a price break to those who commit to advertising for several months or for those who take out more than just one ad, and so on. Some chapters offer new advertisers half off their second month's total ad cost (buy one month, get the second at half-price).

Working With Exhibitors

How to Get Exhibitors to Participate

Companies exhibit at ATD chapter events and tradeshow for different reasons, including to:

- Sell products or services to attendees.
- Gather leads for future sales.
- Build relationships with talent development professionals.
- Brand their company and promote their corporate image, products, and services.

When deciding which events to participate in, exhibitors are willing to **give** their money, expertise, and time, but they also expect to **get** reasonable opportunities to establish and enhance valuable business relationships.

Adding Value to Exhibitor Opportunities

Your chapter can do the following to enhance exhibitor visibility and increase interaction with attendees. The added exhibitor-friendly touches are what will keep exhibitors participating in your chapter's events in the future.

Tradeshow Booths

Make tradeshow booths big enough for exhibitors' tabletop displays and to accommodate one or two people comfortably. A booth should contain a draped banquet table with one or two chairs. The exhibit hall should be locked daily at the conclusion of the show hours and exhibitors should be told not to leave any computers, LCD monitors, or other valuables in their exhibit booth area.

Sample Tradeshow Booth

Each booth is 8' x 10' and includes the following:

- 8' high background drape
- 3' high side drape
- 1 draped 6' table
- 2 chairs
- 7" x 44" one-line sign
- 2 full conference registrations.

Easy-to-Read Name Tags

Easy-to-read name badges are important to attendees and exhibitors. Exhibitors appreciate this type of badge so they can see with whom they are talking. A recommendation for a readable name badge would be the first name appearing in 48 point bold type. The last name, position, and institution should use a 24 point bold type. Because attendee information will take most of the badge space, the chapter may wish to pre-print its name and logo so it will not interfere with information about the attendee.

Scheduled Breaks With Exhibitors

Scheduled networking breaks offer important opportunities for exhibitors to provide information about new ideas, services, and products to interested individuals. The opportunity to establish mutually beneficial relationships is the lifeblood of exhibitors' participation in your event. If space is available, provide a break room for exhibitors. Remember, exhibitors are paying a fee to have access to your event attendees and to establish and maintain business relationships. **Breaks that allow only enough time for a trip to the bathroom and a drink before the next program session are not exhibitor-friendly. Breaks of a minimum 30 minutes are essential.** Some chapters offer a 45-minute break if it is not possible to have two breaks in the morning or afternoon.

Activities in the Exhibit Area

Drawing attendees to the exhibit area is one of the responsibilities of the chapter. Door prize drawings, a continental breakfast, and refreshments always attract attendees into the exhibit area. A special event, such as an opening reception or a networking break, can be held in the exhibit hall as well. If your event is not big enough to warrant an exhibit hall, try to position the exhibit tables in high-traffic areas of your event.

Recognizing Exhibitors

Repeated recognition during general sessions and during meals allows the chapter to reinforce the importance of exhibitor participation to the membership. Always remind the attendees where the exhibitors are located and what the exhibit hours are, and urge them to talk to exhibitors of interest. If you are printing a program, a short description of each exhibitor will help your members decide which exhibitors to visit.

How the chapter describes and presents the exhibitors' role during the opening session and subsequent gatherings sets the tone for the entire meeting. The exhibitors you invite to your event should be experts in their respective fields and should also be willing and able to share that knowledge with your membership. Exhibitors who fail to offer value to your event should *not* be invited to return!

Expressing Appreciation and Assessment Sessions

The president, the president-elect, and other chapter officers may meet the exhibitors and express their appreciation for their support and attendance. The member of your board who has worked directly with the

vendors may also circulate in the exhibit area and initiate one-on-one conversations with each of the exhibitors. Sometime during the event, chapter officers may schedule a group assessment session and meet with all of the exhibitors. This type of feedback meeting can be scheduled in between breaks, rather than at the end of the event when exhibitors are tearing down and departing.

Evaluation

At the end of the event, the chapter board should formally evaluate and enumerate the success of exhibitor participation. Any shortcomings should be identified and corrected before the next year's event. For example, were there knowledge gaps that should be addressed by companies that did not attend? Asking the membership about these gaps may provide leads for identifying new exhibitors for next year. A spreadsheet including exhibitor contact information and notes should be created and amended each year before it is passed along to the incoming chapter leadership board. A running "scorecard" should be created that allows the collection of quantifiable data that can be graphed and compared to previous years. Examples might include:

- number of exhibitors
- exhibitor registration dollars
- exhibitor sponsorship dollars (detail categories)
- total exhibitor-generated dollars
- first-time exhibitors (recognize who recruited new exhibitors)
- number of non-returning exhibitors (find out why)
- types/categories of exhibitors
- name, contacts, email of each exhibitor
- number of conference attendees (membership only)
- number of door prizes.

Working With Vendors

Use ATD Resources to Identify Vendors

ATD has various resources available to help your chapter identify vendors to meet your needs, including:

- [ATD International Conference & Exposition](#): Chapters can connect with industry-specific companies, including those exhibiting at the conference and attending the event.
- [TD Magazine](#): Chapters can identify vendors of general business products and services marketing to the talent development audience.
- [ATD website](#): Chapters can view advertisers and sponsors of ATD events and webcasts.

Develop a Vendor Database

Your chapter will benefit from developing and maintaining a database of vendors who have participated in chapter events in the past as well as prospective vendors. Acquiring this information requires some ingenuity. One way that chapters have found this information is by surveying individual members to discover names of vendors that might benefit from exhibiting, sponsoring, advertising, or speaking at the chapter's conference.

Tip: To compile information relative to prospective vendors, gather business cards and current company contact information from vendors at other conferences. Add these contacts to your chapter's vendor database.

Send Vendors an Invitation

Once your chapter has developed a list of past and prospective vendors, contact them and invite them to participate in your event. Extend written invitations as early as possible so they can include the chapter's meeting in their travel schedules. Present a clear description of the event and the benefits your chapter provides. Include all relevant details: meeting theme (if any), audience, expected attendance, subject content, venues, meeting schedules, fees, accepted method of payment, exhibit schedules, deadlines, and chapter meeting contacts.

Make sure your chapter is providing all the details the vendor will need to determine whether there is value in participating at your event. Remember, successful and long-term business relationships with vendors are built around opportunities that benefit both the vendor and the chapter.

Provide a Welcome Message

To prepare vendors for your event, send a welcome message detailing conference sessions, exhibit hall hours, social events, and details on how to check in when arriving on-site. Additionally, vendors traveling from out of town will appreciate information on lodging, mass transportation, and local dining options. This is important for vendors from larger companies who may not receive conference details from corporate headquarters. Include a conference evaluation form that encourages them to provide feedback about the conference and their experience as a vendor.

How to Make the Relationship Work

There are several things your chapter can do to ensure that your business relationship with your vendor is successful.

Develop a Vendor-Chapter Partnership Agreement

First, record all the details of your contract with the vendor in writing in the form of a partnership agreement. Details in the agreement should include:

- What the chapter will provide.
- What the vendor will provide.
- The vendor's arrival time on the day of the event.
- The cost to the vendor/amount of sponsorship promised.
- Policies regarding cancellation. What are your obligations to the vendor if you cancel the event at the last minute? What if the vendor cannot complete the work they were contracted to do? What if some outside force (such as an earthquake or fire) causes cancellation of the event?

If details of the event change as planning progresses, communicate the changes to the vendor in writing. Oral agreements often fall apart, sometimes because the person you talk with leaves the company before the event and sometimes because the person simply forgets to record the change. Having everything in writing is an important safeguard for your chapter.

Keep the Lines of Communication Open

Vendors should know how to contact someone from your chapter during and after business hours, so be sure to exchange detailed contact information.

Working With Speakers

Speaker selection is one of the most important elements of a successful meeting or event. Selecting the right speaker for your event can be a challenging task, especially if the budget isn't available for a big-name professional speaker. If you find a speaker you would like to invite but can't quite afford the fees, you might want to try negotiating with the speaker.

Perhaps your chapter budgeted only \$500 for a speaker, yet your members want and need what a popular industry expert speaker has to offer. What else can you offer in trade that will enable you to make up the difference in speaker fees?

Given some consideration, you may be able to bridge the gap between what the speaker asks for and what you can offer. Following are some strategies that will help you create a win-win situation, allowing the speaker to receive value in return for the expertise they bring to your members while also working within your budget.

Barter

What valuable items can you offer the speaker in trade, instead of cash? Perhaps you can negotiate a trade of comparable value. Think about resources available from members, suppliers, exhibitors, or sponsors that might be traded, such as:

- a long weekend at a hotel in a desirable area, donated by a member or the hotel itself
- a meal for two at a top-rated restaurant
- popular industry books (autographed, if available)
- advertising space in the chapter e-newsletter, website, or event program book
- free exhibit space and volunteers to cover a table to sell/promote the speaker's books and services at your event
- products donated by exhibitors to sponsor the speaker.

Tip: From the perspective of the professional speaker or bureau, the speaking fee represents both a paycheck and the value the speaker brings to your group. When approaching speakers for low- or no-fee arrangements, be sure to recognize them as valued partners critical to the success of your meeting, not a replaceable commodity. Be prepared with your negotiation ideas *before* calling the speaker, to show that you value their expertise and contribution.

Practice Creative Payment Plans

If you don't have enough money in your speaker budget, where else might you be able to find the funds? Perhaps you could pay installments on the portion of the fee over your budget. For example, if the speaker fee is \$3,000 and you have only \$1,500, you could pay installments on the extra \$1,500 over a practical time period.

Multiple Engagements for the Same Meeting

If you are already paying a speaker for the opening or luncheon keynote, ask that speaker to present a breakout session in the afternoon as well, thus saving on hiring additional speakers for that slot and lowering your cost per program. Think of other areas where the speaker may serve instead of hiring additional speakers—perhaps the speaker could serve as emcee or facilitate the strategy session for the chapter board of directors.

The All-Inclusive Airfare

Perhaps the speaker can donate frequent flier miles to get to the event, thus saving the chapter the cost of travel expenses. You may also want to consider negotiating for travel expenses not to exceed a prescribed amount set by the chapter.

Using Money From Different Budgets

If the speaker has a book, provide one copy per attendee as a gift from your chapter. At \$10 per copy for 200 participants, you can reduce the speaker expense line item in your budget by \$2,000 and charge the materials, professional education, or publications budget instead. Conversely, the cost of the book could be included in the event registration fee.

ATD wants to provide your chapter the opportunity to bring authors to your chapter events. As new ATD Press publications are announced, ATD will help you search for relevant speakers for your chapter events by sending updates at least six months in advance of new publications and listing authors who are interested in speaking at local chapters.

If you're inviting an ATD Press author to speak at an upcoming event, consider having the author's book included as part of the event or available for purchase, or offering it as a part of a bundled registration package by including the cost of the book along with the registration fee. Having a book at the event:

- enhances attendees' learning by giving them additional material to take home
- generates revenue for the chapter
- allows for book-signing or author meet-and-greet opportunities.

With more than 20 new titles released each year, ATD Press publishes books on a diverse array of talent development topics. Our authors are seasoned talent development professionals who teach and speak at industry events around the world. To support chapters, ATD offers discounts on bulk orders, plus free shipping and ChIP revenue. To learn more, visit the [ATD Press Authors webpage](#).

Offer Sponsorships

One very popular option is to have an exhibitor or supplier sponsor the speaker. This can be a unique marketing opportunity for sponsors, enabling them to reach out to prospective clients. If the speaker is willing, you could offer the following benefits to your sponsor in exchange for paying the fee:

-
- Mention and thank the sponsor in the program.
 - Acknowledge the sponsor on your website.
 - Allow the sponsor to introduce the speaker and give a “live commercial.”
 - Have the speaker give numerous mentions of the sponsor from the main stage.
 - The speaker can sign books in the sponsor’s booth after the program.
 - The speaker can do a special talk for the sponsor before the conference begins.
 - The speaker can send a personal letter of invitation to the event to the sponsor’s mailing list.
 - Hang a banner with the sponsor’s logo behind the location where the speaker will be presenting.
 - Place individual fliers from the sponsor on each participant’s chair.
 - Include the sponsor’s name and logo on the pages of the speaker’s handouts.

With creativity, there is no limit to the options you can use to attract a company to sponsor your event’s speaker.

Provide Marketing Assistance

Some engagements are excellent marketing opportunities for speakers. Oftentimes, audience members have the ability to hire them for future work in their organizations, thus providing additional speaking engagement opportunities for the speaker. Consider providing the speaker with:

- a membership or attendee list with contact and email information
- a booth at the tradeshow
- a link to the speaker’s website from the chapter or event website
- a testimonial letter for the speaker’s marketing kit
- letters of recommendation to key decision makers or executives in your industry
- an advance article in your trade publication or newsletter
- an opportunity to subscribe your members to the speaker’s free monthly email newsletter
- approval to sell books and other resources following the presentation
- free registration for the event, so the speaker can network
- complimentary advertising in your chapter newsletter for several editions, the conference flyer, and special email notices before the conference with the speaker’s website mentioned
- on-site interviews by the newsletter editor
- garner publicity for the event on radio, TV, and in the newspaper

- help to set up bookstore signings while the speaker is in your city.

Tip: For speakers to maintain fee integrity, they need to explain in detail why a "special case" was justified, and the arrangements should be kept confidential. In your speaker agreement, a special paragraph should begin, "Special consideration was given in the negotiation of the speaker's fee for the following reasons." You might actually place a dollar value on the items agreed to in the negotiation. Or you can simply discuss the value of items while negotiating and list the items in the contract.

SECTION III: CHAPTER BEST PRACTICES

The following are examples of sponsorship and advertising rates from ATD chapters:

- [Los Angeles](#)
- [Central Iowa](#)
- [Northern New Jersey](#)

Memorandum of Understanding (MOU) Template

MEMORANDUM OF UNDERSTANDING

BETWEEN [REQUESTING AGENCY] AND [AGENCY]

1. **Parties.** This Memorandum of Understanding (hereinafter referred to as "MOU") is made and entered into by and between the [agency name], whose address is ____, and the [agency name], whose address is ____.
2. **Purpose.** The purpose of this MOU is to establish the terms and conditions under which the [name of group or committee or partnership] will meet and function. [Include a general description of the geographical boundaries of the territory covered by the MOU.]
3. **Term of MOU.** This MOU is effective upon the day and date last signed and executed by the duly authorized representatives of the parties to this MOU and the governing bodies of the parties' respective counties or municipalities and shall remain in full force and effect for not longer than _____ [time frame]. This MOU may be terminated, without cause, by either party upon [time frame] written notice, which notice shall be delivered by hand or by certified mail to the address listed above.
4. **Responsibilities of [agencies].** [Delineate all obligations of the first party listed above. Include the agency's responsibilities for costs and expenses related to the partner, including the cost of wages, salaries, benefits use of equipment belonging to other agencies while acting pursuant to this MOU.]
5. **Responsibilities of [other agencies].** [Delineate all obligations of the other agencies listed above. Identify the agency covered by this MOU, and include the agency's responsibilities for costs and expenses related to the partner, including the cost of wages, salaries, benefits and use of equipment belonging to an agency while acting pursuant to this MOU.]

6. General Provisions

- a. **Amendments.** Either party may request changes to this MOU. Any changes, modifications, revisions or amendments to this MOU which are mutually agreed upon by and between the parties to this MOU shall be incorporated by written instrument, and effective when executed and signed by all parties to this MOU.
 - b. **Applicable Law.** The construction, interpretation and enforcement of this MOU shall be governed by the laws of the State of [insert State name]. The courts of the State of [insert State name] shall have jurisdiction over any action arising out of this MOU and over the parties, and the venue shall be the [insert the Judicial District and County], [insert State name].
 - c. **Entirety of Agreement.** This MOU, consisting of [insert number], pages, represents the entire and integrated agreement between the parties and supersedes all prior negotiations, representations and agreements, whether written or oral.
 - d. **Severability.** Should any portion of this MOU be judicially determined to be illegal or unenforceable, the remainder of the MOU shall continue in full force and effect, and either party may renegotiate the terms affected by the severance.
 - e. **Sovereign Immunity.** The [requesting law enforcement agency] and the [assigning law enforcement agency] and their respective governing bodies do not waive their sovereign immunity by entering into this MOU, and each fully retains all immunities and defenses provided by law with respect to any action based on or occurring as a result of this MOU.
 - f. **Third Party Beneficiary Rights.** The parties do not intend to create in any other individual or entity the status of a third party beneficiary, and this MOU shall not be construed so as to create such status. The rights, duties and obligations contained in this MOU shall operate only between the parties to this MOU, and shall inure solely to the benefit of the parties to this MOU. The provisions of this MOU are intended only to assist the parties in determining and performing their obligations under this MOU. The parties to this MOU intend and expressly agree that only parties signatory to this MOU shall have any legal or equitable right to seek to enforce this MOU, to seek any remedy arising out of a party's performance or failure to perform any term or condition of this MOU, or to bring an action for the breach of this MOU.
7. **Signatures.** In witness whereof, the parties to this MOU through their duly authorized representatives have executed this MOU on the days and dates set out below, and certify that they have read, understood, and agreed to the terms and conditions of this MOU as set forth herein.

The effective date of this MOU is the date of the signature last affixed to this page.

[AGENCY]

Speaker Agreement Template

Chapter services recommends chapters also including a copyright release form. Form a template, please contact your chapter relations manager

[Chapter Logo]

Thank you for speaking at the [Event Name] to be held [Event Dates], in [City], [State].

Enclosed is information specific to your role as a keynote speaker. Forms are included in this speaker kit, indicating deadlines that allow sufficient time for coordination of a successful conference:

REQUIRED FORMS TO BE COMPLETED

Keynote Speaker Agreement (*sign and return upon receipt*)
Copyright License and Release (*sign and return upon receipt*)
Presentation Equipment Request (*sign and return upon receipt*)
Handout Authorization and file upload (*due XX/XX/XXXX*)

REGISTRATION

As a keynote speaker, you will be automatically registered for the conference using the information included on your speaker agreement form. You are welcome to attend any or all conference activities.

HOTEL ACCOMMODATIONS

All conference activities will take place at the [Event Venue Name] in [City]:

[Address 1]
[Address 2]
[City], [State] [Zip Code]
[Phone Number]

As requested on the speaker agreement form, please indicate the date of your arrival and departure so that [ATD Chapter Name] can secure your hotel reservation. Your confirmation number will be emailed to you several weeks prior to the conference.

Thank you for adding value to our conference—feel free to contact me directly if you have any questions!

Best regards,

[Name]

[Title]

[ATD Chapter Name]

[Email Address]

[Phone Number]

[Event Name] Keynote Speaker Agreement

I, [Speaker Name], accept the invitation to speak at the [Event Name] to be held in [City], [State]. I will deliver:

KEYNOTE TITLE/TOPIC: _____
(title and description to be discussed and finalized with staff and program chair)

KEYNOTE DATE & TIME: _____

I understand that by signing and returning this Speaker Agreement, I make a commitment to fulfill the role of speaker by delivering my session as described in the original proposal to the best of my ability at the appointed time and location, and to meet all deadlines required by [ATD Chapter Name].

If for any reason I am unable to attend the conference and fulfill my responsibility as a speaker, I agree to notify [ATD chapter name] **immediately** and, if possible, secure an appropriate substitute who can deliver the session. ATD reserves the right to accept or decline the proffered substitute.

I further understand that by reading and checking the items below, and signing and returning this Speaker Agreement, I agree to meet all deadlines for submission of forms, handout files, registration information, and other information required by [ATD chapter name], including these steps:

- read, sign, and return the **Speaker Agreement and Copyright Release**
- read the **Speaker Kit thoroughly and submit information as requested**
- read the **handout guidelines** and adhere to specified **criteria** (*handouts are optional*)

Please indicate the date of your arrival and departure so that [ATD chapter name] can secure your hotel reservation.

Arrival Date: _____ Departure Date: _____

Name as to appear on conference name badge: _____

Company name as to appear on conference name badge: _____

Signature

Date

The objective of the conference is to provide [_____] [_____] . Thank you for partnering with the [ATD chapter name] to grow the profession and shape successful talent development professionals.

Keynote Speaker Requirements

- Apply adult learning theory in all phases of your session.
- Provide each participant with at least one tangible tool or take-away item.
- Refrain from selling from the podium.
- Use professional standards for presentation skills and tools/technology.

PRESENTATION EQUIPMENT REQUEST FORM

STANDARD KEYNOTE SPEAKER SESSION EQUIPMENT:

- Projection Screen and LCD Projector (for projection of computer data and/or video)
- One wireless lavalier (lapel) microphone
- Wireless internet
- Stage Podium

I would like the [ATD chapter name] to supply the following equipment **not listed** above.

Internet access (wired)

Wired handheld microphone

House laptop

Stand microphone for audience Q&A

Sound projection from laptop

Apple/Mac compatible projector

Other:

Session set-up does not include laptop computers. If your presentation requires you to use a computer, please bring your laptop with you as well as a handheld slide advancer if needed. Conference projectors do not include adaptors for Apple/Mac computer compatibility.

- I will bring the following equipment for my session (please provide brand, model, and projection required for laptop computers).

- Special requirements for any physical limitation(s) you would need [ATD chapter name] to accommodate (please be specific).

ELECTRONIC HANDOUT REPRODUCTION AND AUTHORIZATION FORM

Keynote speakers are encouraged, but not required, to provide electronic handouts to accompany presentations. If you choose not to submit handouts, please check this box, sign below, and submit form (do not complete the remainder of the form). ***I will not provide handouts***

*****If submitting a handout file, please read and complete the remainder of this form*****

NOTE: PLEASE DO NOT SEND MATERIALS AND/OR HANDOUTS THAT YOU DO NOT WISH TO BE INCLUDED ON THE CHAPTER'S CONFERENCE WEBSITE.

Handout files will be uploaded to the [Event Name] webpage at [Add in URL] so that conference attendees can download and copy to their personal computers. **Printed handouts will not be provided to attendees by [ATD chapter name] on-site.** If you feel that printed handouts are crucial to the success of your keynote session, please print **XX** copies and send to [ATD Chapter Name, Point of Contact, Address, City State, and zip].

I have enclosed the following “walk away” tool for the attendees’ use in quality chapter management.

Tool Description: _____

I have ensured that my handout meets the [ATD chapter name] production guidelines for content, format, length, and copyright. I now grant [ATD chapter name] and its designated providers the permission to reproduce my handout material on a royalty-free basis in the following manner: Provide to participants or link to [chapter URL] website.

Keynote Speaker Name: _____

Signature: _____ Date: _____

Please email to: [Name, Email Address]

DUE DATE: [Month, Day, Year]