



PPA Charities Speaker Team Guidelines 2018

Introduction:

The PPA Charities Speaker Team is a fundraising initiative intended to provide exceptional photographic education to qualifying PPA affiliates as an incentive for fundraising. In turn it is an opportunity for photographic instructors to increase awareness of their own brand and products while giving back to the affiliate system. The benefits of this program to the affiliates, the educators and PPA Charities make this a unique opportunity for partnership while supporting those in need, however, the system will only work as long as all participants agree to abide by the rules and guidelines set down in this document. As a PPA Charities Speaker or participating PPA affiliate, it is important to remember that the ultimate goal of this program is to empower photographers to use the art and business of photography to help those that are less fortunate.

How it Works:

Each year, PPA Charities will recruit a list of volunteer speakers to participate in the program and publish that list on our website. Each speaker will have agreed to provide 1 program in that year to a qualifying PPA affiliate. To qualify, an affiliate must fundraise a minimum amount of money for PPA Charities in that year. Once an affiliate qualifies they are eligible to make a request through a form on the PPAC website. The Speaker Team director and PPAC staff will communicate between the affiliate and the requested speaker to attempt a match. Once a match is made the speaker and the affiliate will complete a speaking contract directly, like any other time. The speaker and the affiliate with both be required to meet certain criteria as outlined in this document.

Affiliate Requirements:

Each affiliate will be required to provide certain services and meet requirements in order to qualify to apply. If the requirements are not met at any time, for any reason, that affiliate will be ineligible to access the Speaker Team the following year. The requirements are as follows:

- Affiliate must make a donation of a minimum of \$500 to PPA Charities in order to apply. This includes any and all fundraising conducted by the affiliate in a year. If the affiliate already makes donations that meet or exceed that amount, then they qualify to apply. All donations that qualify will be required before an application is accepted.
- The program must not exceed three hours in length. With respect to the speakers donating their time, it is unfair to expect a longer format when that might require speakers to be away from their families and businesses for longer than is reasonable. Please do not bargain or offer to pay extra money in order to get a longer program. If an affiliate is willing to pay more for

a longer program then please make arrangements for that separately from the PPAC Speaker Team program.

- Affiliates must incur any and all travel and lodging expenses, including transportation to and from an airport. It will not be acceptable to house a PPAC speaker in a member's home or to have them in non-private quarters. Please make arrangements at a reputable hotel in order to provide the speaker with a reasonable amount of comfort and convenience.
- In order to promote the mission of PPA Charities, A PPA Charities ambassador will be expected to work with the affiliate before and during the event. This will mean that, when there is an ambassador available, PPA Charities should have a booth in the event. This may be a table outside the program or a small place in the trade show. In addition the ambassador from PPA Charities should be allowed to make a 5 minute presentation before the program to create awareness for PPAC. An ambassador will typically be a known member of the affiliate and is responsible to pay their own entry fee for any and all events.
- Speakers often have goods and services for sale and the PPAC Speaker Team guidelines will require affiliates to provide speakers an opportunity to make their products available to the affiliate. This might be a table at the program as well as a spot in the trade show when warranted. Speakers often incur expenses on this trip in order to help raise funds for PPA Charities and PPAC asks all participating affiliates to support our speakers by allowing them a reasonable platform to offer their products.
- Affiliates are not, under any circumstances, to initiate contact with speakers directly and ask them to come and speak as a PPA Charities speaker. All initial contact must come through PPA Charities until the affiliate has been matched with a speaker.
- Each affiliate will be asked to extend the courtesy of first choice in time slot for the program. In many cases it is possible for a speaker to fly in and out on the same day, allowing them to return more promptly to their families and businesses. Please allow them the opportunity to choose their time slot when possible.

Speaker Guidelines

As a PPA Charities Speaker Team member, each speaker is asked to offer one program of no more than 3 hours in length, to a qualifying PPA affiliate. In order to facilitate this, speakers are listed on the PPAC website as speaker team members and affiliates must apply there in order to request one. Speakers will be notified through email by PPA Charities staff or the Speaker Team Director of any requests for a program. At the time of request, the speaker will be provided with all pertinent information regarding the request including date, time, location and more. A speaker team request will never come directly from the affiliate to the speaker. In the case of this kind of contact from an affiliate, please refer them to the PPA Charities website.

- A Speaker Team instructor is asked to waive their speaking fee once a year for a qualifying PPA affiliate. To get a speaker from PPAC an affiliate must first fundraise a minimum of \$500 in donations. This means that by participating, you are helping PPA Charities and other PPA affiliates raise money that goes to support the needy. Your participation is vital to our fundraising efforts.
- The qualifying affiliate is responsible for all travel and lodging expenses including flights, hotel and transportation to and from airports. Lodging must be provided in a reasonable hotel, PPAC speakers will not be asked to stay in homes or any other accommodation.
- Each affiliate is asked to submit their first, second and third choice for a speaker from the PPAC list. If you are unable to accommodate a request for any reason, **it is perfectly ac-**

ceptable to decline, the speaker team director will find a different match for that affiliate. PPAC Speakers are volunteers.

- It is requested that PPAC Speakers participate in other PPAC events and use their social media to promote the mission of PPA Charities. This includes online classes, post-sharing, using a PPAC branded profile or cover image, writing a blog post or taking part in an event like Giving Tuesday as a guest instructor. This is not a requirement, participation in additional events is optional.
- As a PPAC sponsored speaker, it is requested that all speakers refrain from inviting any other charities as sponsors of their program. Additional corporate sponsors like labs, equipment manufacturers and software companies are encouraged in order to make the event more successful for the speaker.
- Affiliates will be directed to provide all speakers with the opportunity to offer their products and services to attendees. This could be a table at the event or in the trade show at no additional cost to the speaker. PPAC does ask, however, that speakers concentrate on delivering great education and spreading the mission of PPA Charities without selling hard from the platform provided. Attendees are eager for the speaker's message, but it will violate the relationship of trust between PPA Charities and the PPA affiliates to have a speaker turn a program in to a sales opportunity with little content.
- A PPA Charities ambassador that is a member of the affiliate will be on hand to introduce the speakers as well as deliver a short message about PPA Charities before the program. Ambassadors will receive training from PPA Charities on how to present this information allowing the speaker to provide their content without having to add to their program.
- If an affiliate wishes to engage any speaker for a program longer than PPA Charities allows in its guidelines, speakers are welcome to engage in negotiations to provide that service. However at this time it exceeds the guidelines of the program and will not qualify as a PPAC sponsored program. In the future we hope to facilitate a more varied system but at this time the program time limit will be three hours. This protects speakers from having to provide a lengthy and costly program that they are not getting paid for.
- At any time speakers can contact the PPAC Speaker Team Director for guidance in any situation related to their PPAC program. The affiliates, speakers and PPA Charities are all on the same team working to give back and any issue can be resolved amicably.

For questions regarding the Speaker Team please contact the Director through the PPA Charities website, www.ppacharities.com