



Dear Speakers,

You've signed up to be an INETA speaker, and you've patiently waited (annnnnd waited...). Thank you for signing up (and being so patient.)

I'm happy to announce that the wait is finally over. Starting Wednesday, September 22, 2010 the INETA Community Speakers Program will be live!

We changed a few things (including the name) since the program was initially announced, so the following is a brief rundown of the program and how it works. For more detailed information, visit the Community Speakers Program FAQ at <http://www.ineta.org/Speakers/Default.aspx> or shoot an email to your membership mentor.

Here's how it works:

**You're a speaker.** You have a profile that lists information about the topics you are willing to speak on and the states you are willing to visit. If we don't have your address, the system isn't going to work very well for you, so be sure to log in and make sure your info is up to date.

User Group leaders can search for speakers by topic or location. If you show up in their results, they can view your profile, history of events and perhaps request you as a speaker.

At this point, you will receive an email requesting you as a speaker. You may or accept or decline the request. Assuming you accept, a confirmation is sent back to the user group leader and you're all set.

**What next?** That's the fun part. Go do the event. Once it's over, the user group leader will come back to the site and provide feedback. This is a very simple process, consisting of clicking a Thumbs Up or Thumbs Down icon and optionally providing comments on the event.

Once feedback has been received, depending on how far you traveled to the event, INETA will cut you a check to help cover your costs of the speaking event. Helping speakers cover their costs is a small gesture of thanks for your efforts. Call it gas money... it's yours. It's our way of saying "Hey... we love the fact that you're helping your local (or not so local) community and we want to make it a little easier to continue doing so."

As I mentioned, how much you get depends on how far you go.

If the total round trip is greater than 120 miles from your home of record to the event and back, you get \$50.

If the total round trip is greater than 240 miles from your home of record to the event and back, you get \$100.

If the total round trip is greater than 360 miles from your home of record to the event and back, you get \$200.

You can go as far as you like, and accept requests from all over the country if you want, but the max reimbursement for any event is \$200.

There's no expense report, no receipts needed, no forms to file. Just keep your info up to date and get out there and start doing events.

**What happens if I get a thumbs down?** Sometimes you're going to have a bad night. Everyone does. Don't sweat it. Even if you get a Thumbs Down feedback, you'll still get a thank you (if eligible). Where the feedback system really comes into play is over time. Over time, people with consistently good feedback will get more and more events, while those with consistently bad feedback will get fewer and fewer events. In other words, a couple of bad nights won't kill you, but if you're consistently getting poor feedback then perhaps public speaking isn't really your thing.

**Is it only for User Groups?** Right now, you have to be registered with INETA to request a speaker, which implies you are most likely a User Group leader. You can request speakers for your group or for a special event your group is affiliated with, such as a code camp. In the future, we plan to open it up to event organizers that aren't specifically User Group leaders, but for now consider this Phase I.

**What about the old INETA Speakers Bureau?** There is no more division between national and regional speakers; there is only the Community Speakers Program.

**What about multi-day or multi-city events, or visiting a group while I'm out of town on other business?** Feel free to drop us a line and we'll work something out. We try to automate as much as possible, but we understand there are some cases where manual intervention gets the best results. Our number one goal is to make it easier and easier for you to keep on helping the community.

So once again, thank you for signing up and sticking with us. We look forward to sharing this next chapter of INETA with you.

Chris Williams  
Director, INETA Speakers Bureau