



SHRA Speaker Proposal Packet

2023



Thank you for your interest in being a presenter with SHRA. As a not-for-profit professional association, SHRA offers members the opportunity to become leaders in their profession, leaders in their organization, and leaders in their community. One of the ways we achieve this goal is by offering quality professional development at our monthly Chapter meetings. This packet contains information to assist you in determining whether the service that you offer meets this goal. Enclosed you will find:

- ✓ Information on SHRA
- ✓ Types of presentations accepted
- ✓ Meeting logistics
- ✓ Speaker logistics
- ✓ Required form(s) and additional information on our presentation certification requirements

Join us as we work to support the professional development of local professionals and the future of HR!

If you have any questions about becoming a speaker at an upcoming SHRA monthly chapter meeting, please do not hesitate to contact me at 941.448.9678 kristina.shra@gmail.com or programs@myshra.org

Sincerely,

Kristina Galvan
SHRA Programs Director

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About SHRA

The Sarasota Manatee Human Resource Association is an affiliate chapter of the Society of Human Resources Management and a not-for-profit organization.

Our Mission is to provide a forum for professional development opportunities to support the values of SHRM at the local level.

Our Values are to champion the highest professional standards of HR ethics and performance.

Our Vision is to provide ongoing professional development, resources, networking and support for our members and our community.

Our Strategy is to Advance the HR Profession and Advance the HR Professional.

SHRA is proud to be involved in advancing and serving the human resource profession, by continuing to encourage membership, professional development, and certification to its membership base consisting of over 300 professional members.

Each month, Chapter meetings are held to help SHRA members keep up with the rapidly changing HR and workplace environment. Attending programs and meetings provides the HR professional with the opportunity to:

- Network with peers
- Enhance their professional skills
- Gain insight into the latest HR issues and trends
- Discover the newest developments in HR products & services
- Search out new sources and suppliers
- Share strategies for better managing HR challenges

Chapter Meeting Logistics

Our Chapter meetings are typically held the third Friday of the month. A sample lunch meeting agenda (if held in-person) is below:

Agenda

11:30 a.m. - Noon - Registration, Networking and Lunch

Noon - 12:30 p.m. - Announcements

12:30 p.m. - 1:45 pm - Presentation, Q&A, Wrap Up

Before and after our meeting start time, there is a window of time for you to connect with attendees. When the meeting is virtual, we have a slightly different agenda:

Noon - 12:10 p.m. – Announcements

12:10 p.m. - 1:30 pm - Presentation, Q&A, Wrap Up

Professional Development

We provide our membership with topics that will allow us to advance the human resource profession and the capabilities of all human resource professionals to ensure that HR is an essential and effective partner in developing and executing organizational strategy. The following are some guidelines to consider when submitting a proposal to SHRA.

HR Credit Sessions

- Sessions must relate directly to the PHR & SPHR Body of Knowledge and SHRM HR Competencies as it is our intention that all meetings receive HR Certification Institute HR or Business recertification credits and SHRM Professional Development Credits. Please refer to HR Certification Institute's [Business Credits: All you need to know](#) document and the [SHRM Competency Model](#) for more details.
- Sessions should be **60 - 75 minutes, 1 - 1.25 CEUs** in length. If you are interested in conducting a speaker session + workshop, we are flexible to this option.
- Speakers are expected to honor our commitment to provide education by not showcasing or promoting the speaker's practice, services or products. Note that speakers can also sponsor a chapter meeting, but the presentation should be separate from the sponsorship.

Suggested Topics

ADA Compliance	Employment Branding	Outsourcing Basics
Affirmative Action Compliance	Ethical Issues in HR	Outsourcing Strategy
Alternative Dispute Resolution	Executive and Deferred Compensation	Performance Management
Avoiding Personal Liability	Family-Friendly Initiatives	Pre-employment Testing
Background Investigations	Financial Management	Privacy Issues
Best Practices in HR	Flexible Work Policies and Practices	Productivity/Workflow Issues
Business Literacy	FLSA Compliance / Wage & Hour Issues	Project Management
Career Development for Employees	FMLA Compliance	Recruiting for the Workforce of the Future
Change Management	Funding Retirement Plans	Recruiting Fundamentals
Changing Labor Pool Demographics	Global HR Strategy	Recruiting Strategies
Civil Rights Compliance	Health Reimbursement Arrangements	Re-engineering HR for Competitive Advantage
Communication Strategies	Health, Safety, Security, Violence	Reference Checking
Compensation Philosophy and Pay Policies	HR as a Business Partner	Researching and Reporting HR Data
Conflict Resolution and Negotiation Skills for HR	HR as Internal Consultant	Resume Fraud and/or Fraudulent Misrepresentation
Controlling Health Care Costs	HR Career Progression	Retention Strategies
Direct Pay Systems	HR Competencies	Retirement - Compliance Issues
Disaster Preparedness & Recovery	HR's Value-Added / Return on Investment	Retirement Plans
Diversity	Human Capital Asset Management	Safeguarding Retirement
EEOC Compliance	Incentive Compensation Systems	Selection Interviewing
Effect of Supreme Court Laws on the Workplace	Leadership Issues	Sexual Harassment
Electronic Recruiting/Web-Based Recruiting	Life Balance Issues	Staffing Strategies
Emerging Issues in HR	Managing a Virtual Workforce	Strategic Management Issues
Emerging Issues in Technology	Managing Sensitive Employee Relations Issues	Strategies for Employing Older Workers
Emerging Leadership Theory & Application	Measuring Team Performance	Succession Planning
Emerging Management Practices	Mentoring	Technical Recruiting
Employee Benefits	Mergers and Acquisitions	Technology & HR
Employee Handbooks	Metrics and Measurement of HR	The Future of the HR Profession
Employee Relations	Military Leaves of Absence	Total Compensation
Employee/Labor Relations	Negligent Hiring	Workers' Compensation
Employer of Choice	Negotiating Your Salary and Total Compensation	Workforce Reductions
Employment Best Practices	Non-financial Reward Systems	Workplace Management Issues
	Organizational Development	Wrongful Termination/Discharge
	Other Regulatory Compliance Issues	

Presentation Information

We strive to offer a balanced program of educational sessions by selecting proposals that best fit SHRA's mission.

Practical Application. Sessions conducted by practitioners that include practical, immediately applicable work tools will be given preference. We seek presentations that will provide attendees with information that will improve their effectiveness on the job. In addition, all sessions must directly relate to the HR Certification Institute recertification program and the SHRM Competency Model. It is our intention that all Chapter meetings receive recertification credits.

Proven Speaking Ability. We seek experienced presenters with proven speaking ability. Those with a track record of speaking and performing well in front of an audience of 50 to 100 people will be given preference.

Proof of Performance. Applicants who submit videotapes, previous evaluations, and/or letters of recommendation from previous audience participants will receive preference in the program selection process, as will applicants who have received positive evaluations from another SHRM Chapters or the national organization. Please note that copies of proofs of performance will not be returned. Marketing brochures, books and articles **do not** qualify as proof of performance.

- Videos—Video in the form of DVDs, YouTube links or other electronic files of the speaker presenting a session. Promotional videos about the speaker's organization or highlighting products and services are **not** acceptable.
- Evaluations—Evaluations that show your quality ratings and scores from previous speaking engagements. Please include the number of attendees present and define the rating scale.
- Letters of Recommendation—Letters from the organizer of your previous sessions or from the SHRM chapter to whom you have spoken will be accepted. Please ensure current contact information is included with the letter of recommendation.

Speaker Logistics

Interested Speakers should complete the form on myshra.org ([linked here](#)) and provide the following for consideration as a Speaker with SHRA:

- **Speaker Information Form** – this form will be used to obtain basic information on your presentation. Additionally, information provided on this form will determine if the program is eligible for SHRM or HR Certification Institute recertification credits. If your presentation previously been certified by the HR Certification Institute and/or SHRM, please indicate that on your proposal as we give preference to HR Certification Institute and SHRM credited presentations.
- **Speaker's Biography** – this will be used for promotional material and to introduce the speaker at the Chapter meeting.
- **Attach Speaker Photo** – Please attach your professional photo in .jpg or .tiff format (up to 512 KB) to your application email. Your headshot should be a unique file, separate from your bio.
- **Speaker Handouts/Supplemental Materials** – please provide prior to the event if you are sharing a handout/material to Chapter meeting attendees. Please bring copies to the event. The Programs Director can give you the final number of pre-registrants **2 days** prior to the meeting so you will know approximately how many copies are needed.
- **Social Media Contact Information** – please provide for promotional material and for additional follow-up contact after the Chapter meeting.
- **A high-resolution image (head shot) of the Speaker(s)**– this will be used for promotional material and social media.
- **Speaker Confirmation** – once all of the above items have been received along with the designated booking date, an email will be sent to you to confirm Chapter meeting details.

Once required form(s) and materials are submitted, the Speaker will be notified as soon as possible if they have been chosen as a speaker. Arrangements will be made with the Speaker's coordinator on a booking date confirmation. Each request will be individually considered, based on topic/content, booking date availability and budget considerations. Please note that SHRA cannot guarantee that all requests will be honored.

Speaker Reimbursement Guidelines

- SHRA will provide audio-visual needs which may include electronic projection equipment, a "clicker", podium, microphone, or flipcharts with markers upon request of the Speaker. Speakers should bring a laptop and USB in the event there is unexpected technology challenges.
- We understand that Speakers' presentations are copyrighted. However, we request that you make any slide presentations and handouts available to SHRA electronically for our members on our website, if permitted.
- SHRA seeks Speakers who are willing to share their expertise **without** the expectation of payment in the spirit of networking and enhancing the HR profession, a purpose in which the SHRM was founded. If you charge a fee/honorarium for speaking engagements, please ensure to include the amount on the Speaker Information Form in addition to estimated travel reimbursement.

*SHRA provides charitable donations to the SHRM Foundation, a non-profit 501(c) 3 organization, that provides **educational and certification scholarships** to HR college/university students and professionals, fund **HR research** and provide **educational resources** around the world. In lieu of full speaker honorarium, we ask your organization to allocate a portion as a voluntary contribution to the SHRM Foundation. We will submit the contribution check made payable to the SHRM Foundation, noting it is in lieu of speaker honorarium, on your behalf.*

Expectations

We expect Speakers to:

- Meet all deadlines;
- Confirm program is ready to launch with Programs Director **2 days prior** to the speaking engagement;
- Present a session that is **60 - 75 minutes** in length;
- Arrive at the meeting site/ Webinar link at least 30- 45 minutes prior to the scheduled start of your session;
- Retain the session content, audio/visual needs as originally submitted;
- Not add a co-presenter or change the identity or number of presenters without adequate notice and permission (credits are awarded based on content AND speaker credentials – credits are requested/approved approximately 6 weeks prior to the session);
- Provide high-quality handouts by the date and in the format requested;
- Provide SHRA with an electronic copy of the presentation by the date and in the format requested for inclusion on our website. This will be made available to the attendees;
- Honor our members to provide education and **not** showcase or promote the Speaker's practice, services or products; and
- Respect the SHRA Meeting as the sponsoring organization with either positive or neutral comments from the platform. **No selling can be done during the Chapter meeting.** All Speakers who would like to showcase their products and/or services are encouraged to be a sponsor of the event.

In return, SHRA will:

- Provide a complimentary registration for the Chapter meeting;
- Provide an expo-style table for any materials you want to make available, book signing, etc.;
- Grant you with valuable professional exposure;
- Provide you with your evaluation scores after the Chapter Meeting.