

# IDENTIFY AND ENGAGE SPEAKERS

## in your local community

Finding strong speakers to participate in your ASIS meetings and events can help guarantee a meaningful member experience, along with exposure to the industry. Read about a few tricks that your fellow leaders have tried to identify and engage thoughtful speakers.

### LOW-COST EVENTS

While it's easy to want to charge money to make a profit, sometimes hosting free events, or even webinars during our stay-at-home orders can really help expand your network of attendees.

### ACADEMIA

Have you ever considered reaching out to your local university or community college? Odds are there's someone who is willing to discuss a security related issue, or even a current event.

### TAKE INVENTORY

At the start of your year, take inventory of your chapter members. Who has connections to other organizations or for-profit companies? Who may have a friend who can speak on an issue of interest? You never know until you ask!

### PLAN AHEAD

Try to develop your annual calendar as far in advance as possible. By planning in advance you can also incorporate subject planning for these meetings.

### COLLABORATE

Join forces with other local ASIS chapters for regional events, or even working with ASIS members involved in our communities of practice. This also is a great way to address hot topics as they arise!

### STRONG MESSAGING

Make sure you're clearly explaining the content of the materials offered at your meeting and offer clear and concise details of the event. This can be a very good tool to attract attendees!

### UPDATE YOUR LISTS

Keep a central repository of your members and potential speakers who have subject-matter expertise. This is a great way to also keep track of some of your experts in the field and how to pair them with new members in your chapter for networking.