



2019 Speaker Communication Training Program – Level 1

funded by a partnership with



AVMA is proud to announce the 2019 Speaker Communication Training Program (SCTP), supported by our partners, Hill's Pet Nutrition and Zoetis Animal Health. This program is designed to develop, assess and build vital speaker skills for individuals who are passionate about the veterinary profession and want to influence and lead through effective communication. SCTP encompasses the following experience levels:

- **Beginning Level:** Very little or no experience in speaking to small or large groups; interest in learning new communication skills and building confidence through applied skills
- **Intermediate Level:** Some experience in public speaking – perhaps within your professional role; interest in building skills or breaking ineffective habits; expand your speaking horizons
- **Experienced Level:** Speakers who have done a good amount of public speaking and want to refine delivery and content development skills, try new approaches to engage and expand their audience scope



Basic eligibility requirements are as follows:

- Active Member of AVMA, State VMA, NAVTA or an Allied Organization
- Access to personal transportation
- Ability to use a presentation platform effectively
- A minimum of one (1) day registered attendance at the 2019 AVMA Convention, August 1-5, Washington DC
- Have a current Bio/CV available; be willing to use SCTP resources provided to create/update Bio/CV

Program participants will be asked to attend and engage in the following activities:

- Two live webinars (also available as recorded versions)
- One, 3-hour workshop (held on Friday, August 2 at 2019 AVMA Convention in DC; Convention registration required)
- Bi-monthly contributions - SCTP Facebook closed community to share ideas, challenges and speaking opportunities
- Participation in periodic "check-in" calls to share thoughts, ideas and challenges"

Participants will complete self-assessments at the start and finish of program activities and provide an assessment of the program itself. There will also be a series of homework assignments throughout the program.

Interested? Please send contact information to: **Jodie Taggett, jtaggett@avma.org.**



2019 AVMA SPEAKER COMMUNICATION TRAINING PROGRAM APPLICATION

(PLEASE PRINT OR TYPE)

Name of Applicant

Address

Work Phone _____

Cell Phone _____

Home Phone _____

E-mail Address _____

Please submit a resume or CV with this application form that provides the following information:

- **Education (All college and post-graduate degrees)**
- **Description of all professional employment and activities**
- **Current professional association memberships**

1. Why do you want to participate in the program? (150 word limit)

2. Why do you wish to participate in the program on behalf of WVLDI? (150 word limit)

3. What do you envision doing with the skills learned in the program after completion? (150 word limit)

4. How do you plan to contribute to the WVLDI Speakers Bureau after participation of the program? (See attached WVLDI policy, 150 word limit)

AGREEMENT TO SERVE - I agree to serve the WVLDI in the Speakers Bureau for 2 years if elected and I am professionally active in the area specified (if any) for the position to which I am nominated. I certify that I am a current supporter of the WVLDI and the information provided above is true and accurate to the best of my knowledge.

Signature of Applicant

Please list any references including contact information:

DEADLINE FOR RECEIPT OF NOMINATIONS IS March 28, 2019

Email this application and your resume/CV to: Jodie Tagget – Jtagget@avma.org

Policy ## - WVLDI Speakers Bureau

Purpose: To define the makeup and use of the WVLDI Speakers Bureau

The WVLDI Speakers Bureau is a list of volunteers who can providing content that would be of benefit to members of the public seeking WVLDI participation (see Policy #5) and/or themes commonly associated with WVLDI. This group will be composed of individuals who are also interested in spreading the mission of WVLDI.

To participate in the Speakers Bureau, the following information will be requested:

- Name
- Title (DVM, CVT, etc)
- Current Role (Veterinarian, Practice Manager, etc)
- Current Field (Clinical Medicine, Industry, Research, etc)
- Current Location
- Contact Information (phone number, e-mail, etc)
- Willing/Able to present to students without honorarium (Yes/No)
 - If yes, schools to which the speaker may be able to travel
- Potential Topics

This information will be maintained through staff support from the American Veterinary Medical Association (AVMA) and used to place prospective speakers into one or more of the following three categories of participation:

1. Individuals that have participated in the AVMA/WVLDI Speaker Communication Training Program and/or have participated in other WVLDI events and have been designated as approved representatives of WVLDI by the WVLDI Board of Directors. To obtain approval, a speaker must receive the endorsement of five WVLDI Directors, who have seen a presentation by the speaker, either live (including webinar) or via recording.
2. Individuals who have not yet met the criteria for WVLDI Board of Directors approval, but have an interest in speaking on behalf of WVLDI.
3. Individuals who are willing and/or able to travel to present to students, without paid honorarium or travel expenses. This list will be composed of both volunteers, as well as some individuals that have student outreach as part of their operating budget paid by their employer. The WVLDI Student Director is charged to distribute this speakers list solely to WVLDI Student Chapters. WVLDI Student Chapters are encouraged to contact these volunteers directly.

When a request for WVLDI participation is received (see Policy #5), the Speakers Bureau participants will be contacted at an appropriate time by the designated WVLDI Board of Directors liaisons. Members of the Speakers Bureau are encouraged to recommend a new volunteers for inclusion. WVLDI's goal is to provide content from a diverse group of participants with a variety of experience levels and backgrounds.



2019 Speaker Communication Training Program – Level 1

Application & Participant Role/Responsibilities

Funded by



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Thank you for your interest in the 2019 Speaker Communication Training Program (SCTP)-Level 1!

Based on the success of our 2018 pilot version offered in partnership with WVLDI, we are excited to continue our commitment to supporting the development of a diverse range of speakers to represent the veterinary profession.

This program is designed to develop, assess and build vital speaker skills for individuals who are passionate about the veterinary profession and want to influence and lead through effective communication. Those who consider themselves at any of the experience levels described below are encouraged to apply:

- Beginning Level: Very little or no experience in speaking to small or large groups; interest in learning new communication skills and building confidence through applied skills
- Intermediate Level: Some experience in public speaking – perhaps within your professional role; interest in building skills or breaking ineffective habits; expanding your speaking horizons
- Experienced Level: Experienced speakers with an interest in refining delivery and content development skills; learning new approaches to engaging and expanding audience scope

PLEASE PRINT OR TYPE APPLICANT INFORMATION:

Name of Individual

AVMA ID# /NAVTA ID#/VetPartner #

Address

Office Phone

Cell/Home Phone

Email Address

Tell us about your interest in the AVMA Speaker Communication and Training Program. How do you plan to use the knowledge/experience gained from this program? What do you hope to learn from the program? (150-word limit; continue separate page if needed)

Do your career goals include speaking roles within the profession or your community? If yes or maybe, please explain.

Yes No Maybe

The primary requirement for participation is: ***Be open to new challenges***. This program may take you beyond your comfort level - and this is a good thing. After the August workshop, you will be asked to seek speaking opportunities in front of groups of people - in your community, at a local veterinary college or to your peers in organized veterinary medicine.

To successfully complete the program, you are required to deliver at least one presentation between August 5 and November 30, 2019 and submit the program details on a form that will be provided to you.

Below are additional requirements and program milestones. Please review them carefully and sign/date at the end of the document. A copy of this agreement should be returned via e-mail by **March 28, 2019** to Jodie Taggett; jtaggett@avma.org. This document will serve as an application and agreement to fully participate in this program, in the event you are accepted into the 2019 Program.

Thank you again for investing in your future and the future of our profession!

- *The AVMA SCTP Team*

Basic Requirements:

- Active Member of AVMA, State VMA, NAVTA or an Allied Organization
- Access to personal transportation
- Ability to use PowerPoint or another presentation platform e.g. Prezi, effectively
- A minimum of one (1) day registered attendance at the 2019 AVMA Convention, August, Washington DC
- Have a current Bio and CV available; be willing to use SCTP resources provided to create/update a Bio and CV

Required Attendance:

- Speaker Training 1: 60-minute Webinar on Thursday, June 13 at 12:00pm CT
- Speaker Training 2: 60-minute Webinar on Thursday, July 11 at 12:00pm CT
- Speaker Training Workshop: Three-hour interactive workshop at AVMA Convention 2019, on Friday, August 2 1:00-4:00pm ET
- Participate at least bi-monthly in Facebook closed community – share ideas, challenges and opportunities for speaking
- Periodic “check-in” calls will be scheduled to share thoughts, ideas and challenges; you will be required to join one of the two calls prior to the August workshop, and one of the two calls that occurs after the August workshop

Assessments:

- Prior to the first webinar you will be asked to complete an assessment of your current skills and identify specific areas of growth. We ask that you take some time for honest reflection in order to complete this exercise as this will be a measure for you of your growth through this program.
- We will ask you to continue evaluating and assessing your progress in this program at several key points. This self-reflection is an important component in your development and also contributes to how we further develop this resource.

Homework:

- Each webinar will include a series of exercises and activities. You will be asked to practice these techniques and the skills discussed during the live event. Please plan on an additional 4-6 hours of practice time after each webinar.
- There may be additional resources you choose to use as you develop your speaking acumen – this is encouraged, and you will be asked to share these resources with your new SCTP community.

Showtime:

- Each participant will be asked to secure at least one speaking opportunity between August 5 and November 30, 2019. This can be with a local organization, student group, State VMA or other area of interest.

Agreement:

I, _____ (please print) commit to the requirements listed above for participation in the 2019 AVMA Speaker Communications & Training Program.

X

Name

*Please return signed application/agreement via e-mail by **March 21, 2019** to Jodie Taggett - jtaggett@avma.org*