<<Today’s Date>>

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|  |

<<Speaker Name>>

Dear <<First Name>>,

On behalf of the entire South Florida Interactive Marketing Association board, we are extremely pleased that you will speak at our <<Event Date>> educational event. Over the last few years, the board has worked hard to unite and educate the interactive community in the South Florida area. It is with quality speakers, such as yourself and your client Office Depot, that we can continue to provide informative and timely educational forums for our members.

I will be your main contact for any questions you may have about the meeting, technical questions, or your presentation. Please contact me if I can assist you in any way.

Sheryl Cattell

[Sherylcattell@gmail.com](mailto:Sherylcattell@gmail.com)

561-441-4974

Details follow regarding your presentation, SFIMA’s speaker policy, and location so that you can prepare for the meeting.

Event date: <<Event Date>>

Event location: Zoom Remote Call (details to be sent at least 2 weeks prior to the event)

Event title: How Content Marketing Can Earn Your Brand Media Coverage on Sites like USA Today, NBC News, Business Insider, and More [An Office Depot Case Study]

**SFIMA Mission Statement**

SFIMA is a forum designed to unite and educate members of the interactive marketing community by providing the practical skills, high-level contacts, industry best practices and information that are essential for success in today’s fast-paced business arena.

# Speaker Policy

The SFIMA speaker policy is quite simple - we will only present topics using practitioners in a case study format, independent organizations such as the IAB, Forrester, Marketing Sherpa and the like. Vendors and agencies may only present if they accompany a major brand client, are part of a panel of competitors or are part of a roundtable discussion.

Corporate sponsors are welcome (at and additional cost) but no sales presentations are allowed as part of our formal meeting. For this reason, SFIMA charges for meetings and collects membership fees in order to maintain the editorial integrity of our meeting content.

Should a speaker present sales material during a scheduled meeting, the SFIMA Board reserves the right to stop the presentation.

**Presentation Format**

Your presentation should be approximately **45-50 minutes** allowing time for Q & A at the end for a total of 60 minutes. Be sure to include insights or learning tips for the audience. The SFIMA board strongly encourages speakers to make their presentations interactive and include the audience as much as possible. If you agree to share your presentation with attendees, please let us know and we will include a link to it in our thank you for attending email.

**Required Materials**

To effectively promote the monthly meetings and prepare introductions, SFIMA requests the following items from each speaker:

# Session title and brief description (3-4 short paragraphs)

# Key takeaways (3-4 bullets)

# Speaker bio (1 paragraph)

# Overview of speaker's company (1 paragraph)

# Speaker headshot and any supporting images

# Full Presentation - It is the policy to review all presentations prior to the meeting date to ensure compliance with our speaker policy. Due one week before the session.

# Day of Presentation

### Arrival time

Please arrive no later than **30 minutes before the starting time** for the event 12 noon for a 12:30PM starting time. Technical testing and troubleshooting will take place before the Zoom is full.

### Equipment

The room is equipped with the normal Zoom features. If any other equipment is needed, please notify me so that I can make appropriate arrangements at least 7 days prior to the event.

**Letter of Intent – SFIMA Speakers**

This document outlines your roles and responsibilities as a SFIMA speaker. Please email a signed copy of the letter of intent to us at: sherylcattell@gmail.com

If you have any questions, please contact:

Sheryl Cattell

[Sherylcattell@gmail.com](mailto:Sherylcattell@gmail.com)

561-441-4974

I have read and fully understand the SFIMA policies regarding event speakers. I will comply with all guidelines and provide the needed materials in the requested timelines for my speaking engagement on <<Event Date and Event Time>>.

Timeline for materials submission are as follows:

|  |  |
| --- | --- |
| Session Title, Description | Received |
| Speaker Bio/Resume | Received |
| Company Overview | Received |
| Presentation | Due no later than <<2 Weeks before event date>> |

I understand that SFIMA has discretion in content presented to its members and I will make any modifications deemed necessary by the SFIMA board. Any requested modifications will be given to the speaker within 72 hours of submission.

**SFIMA requires notification of cancellation two weeks prior to the meeting date**

|  |  |
| --- | --- |
| Speaker: <<Speaker Name>> |  |
|  | (Signature) |
| Date: <<Date>> |  |
|  | (Today’s Date) |

***Please email a signed copy of this page to SFIMA at*: sherylcattell@gmail.com**

**What is South Florida IMA?**

Founded in 2003, the South Florida Interactive Marketing Association (South Florida IMA) is an organization dedicated to professionals specializing in interactive marketing. We provide opportunities for learning and networking that promote career growth and business success. We encourage the exchange of ideas, information, and best practices by recruiting top speakers from around the nation to discuss marketing case studies and the latest innovations within the industry with our membership.

**Why speak at South Florida IMA?**

To support our goal of being the primary interactive voice in South Florida and to provide value through top quality programming, we try to recruit highly regarded speakers who have real-world experience, case studies, and content that will benefit our membership and the interactive community as a whole. The presentations cannot be a "sales pitch" or an overview of a product or service. Attendees pay to attend these events and need to gain greater industry insights and leave with takeaways that will help them excel in their work/at their companies.

**Audience Demographics:**

South Florida IMA is made up of the top interactive marketing professionals from all of South Florida. Approximately half the membership works for companies that have internal marketing departments, and the other half work for agencies that have an interactive marketing specialty.

Previous monthly events with speakers of your stature are more widely promoted throughout South Florida than our regular events, and typically have 100 – 200 attendees.

**Past Speakers:**

South Florida IMA has welcomed speakers from great brands and organizations, including Burger King, Royal Caribbean, Yext, Google, Yelp, Univision, Merkle, ExactTarget, Obama for America, SeaWorld, Adobe, Pandora, Yahoo!, Fox Sports and Travelocity.