



Women Vets **SPEAK**

Women Veteran Speakers

Women Veteran Connection & Marketing Agency

FREQUENTLY ASKED QUESTIONS

Is Women Veteran Speakers a Speakers Bureau or act as a Speaker's Agent?

No. Women Veteran Speakers is a Connection/Listing and Marketing Agency. Women Veteran Connection & Marketing Agency is the first speakers and marketing agency of its kind offering exclusively exceptional women military veterans as event speakers, trainers, coaches and facilitators, from emerging up-and-comers to polished experts.

We connect Clients with WVS members for speaking engagements, training events, conferences, webinars, panels and forums. WVS also offers several marketing services to our members: WVS Speakers actively markets members via all major Social Media sites and email marketing. WVS highlights speakers on social media 3-4 times each week. WVS publishes email marketing campaigns each week to over 1,000 clients.

How do speakers know Women Veteran Speakers is a reputable Company?

Women Veteran Speakers was established in 2015 and is a member of the National Speakers Association and also is a certified member of the International Association of Speakers Bureaus. We also have a list of speaker references we can provide if requested.

Does Women Veteran Speakers guarantee that its members will be booked?

The short answer is "No."

Working with a Connection/Listing Agency or Speaker's Bureau does not instantaneously guarantee new bookings. We offer membership to speakers, coaches, trainers and facilitators who have established their own business and plan to use Women Veteran Speakers as one of their tools & platforms to get noticed / connected / booked by a Client. WVS offers several marketing services to our members that many other listing agencies do not. WVS Speakers actively markets members via all major Social Media sites and email marketing. WVS highlights speakers on social media 3-4 times each week. WVS publishes email marketing campaigns each week to over 1,000 clients. Women Veteran Speakers also reaches out to Event Coordinators & Target Markets (e.g. Corporate, Professional Organizations, Colleges & Universities) to highlight our Speakers.

How many events did Women Veteran Speakers book members for in the past year?

Women Veteran Speakers has booked members for \$125K of speaker fees since 2019.

Does Women Veteran Speakers require their members to be exclusive?

WVS is not an exclusive agency and several of our members are members of other agencies and bureaus. WVS does not require an exclusive relationship with its Speakers and recognizes that its Speaker members may have relationships with other agencies, publicists and bureaus

What does the annual Membership fee cover?

Annual membership includes the following “Direct Connection” services:

- **Speaker / Client Connection**
 - Direct connection with Client. Client has option to connect with Speaker directly. Each Speaker’s WVS profile includes Speaker’s desired contact information (*e.g. email, website, phone number, social media*).
- **WVS website profile**
 - Profile Listing in Women Veteran Speakers (WVS) online directory
 - 2 profile updates per year (\$75 for additional updates)
 - Profile Listing includes: Bio, Keynote/Workshops, Testimonials, Previous Clients, Videos, Photo Gallery, Speaker Contact Information
- **Social Media & Email Marketing**
 - WVS Speakers actively markets members via all major Social Media sites and email marketing.
 - WVS highlights speakers on social media 3-4 times each week. Speakers will be tagged.
 - WVS publishes email marketing campaigns each week to over 1,000 clients.
- **Business & Partner Referral List**
 - WVS website will offer a “Partner” page that will offer exclusive WVS *member only* discounts. The Partner page will provide list of recommended partners in the industry (*e.g. website designers, Media Marketing, logo design, etc*) to help you maintain & grow your business.
- **Business Templates**
 - WVS offers business templates for members (Word & Adobe format)

What is the difference between the “Direct Connection Service” and “Complete Booking Service”?

Annual WVS membership (\$360 per year) includes the **Direct Connection Service** and this allows the client to connect with Speaker directly. There is no WVS booking commission associated with the **Direct Connection Service**.

The **Complete Booking Service** is optional and can be selected for any event booking. The Speaker must specifically request the **Complete Booking Service** per event and WVS will handle all aspects of the booking – client coordination, speaker fee negotiation, contract negotiation & development, invoicing, testimonial requests. WVS will invoice the WVS member a 25% per event commission fee (this is in addition to annual membership).

Note: The **Complete Booking Service** is available per event. E.g. a speaker may choose the **Complete Booking Service** for one event and not for another.

Does WVS charge a booking commission?

No, WVS does not charge a booking commission for any events booked via WVS connection unless the WVS member chooses the **Complete Booking Service**. Each Speaker’s WVS profile includes Speaker’s desired contact information (*e.g. email, website, phone number*). Annual WVS membership includes the **Direct Connection Service** and this allows the client to connect with Speaker directly.

If a Client contacts WVS regarding a speaker, WVS will set up electronic introduction with the Speaker & Client. WVS will follow up with Speaker / Client to ensure connection was made. Speaker will negotiate / book directly with Client unless Speaker requests **Complete Booking Service**.

The WVS member can decide per event if they would like the **Complete Booking Service** (this incurs a 25% booking commission paid to WVS).

How does WVS handle speaker proposals if a client reaches out to them for speaker(s) recommendations?

Many times a Client will reach out to WVS for speaker proposals for an event. WVS will gather event details and Client’s Speaker Fee budget. WVS will reach out to WVS members to determine interest and availability and will provide a proposal to the Client for potential speakers. The Client will determine which speaker(s) they would like to contact and/or book and WVS will provide an electronic introduction.

What are the other optional Member & Marketing Add-Ons available?

WVS offers additional Marketing options which are separate from the annual membership fee.

- **Women Veteran Speaker Monthly Highlight**- \$150.00 (1 month)
 - Women Veteran Speaker Homepage Highlight – highlight your profile on WVS website homepage
 - 5 Social Media Highlight posts throughout month

- **Email Marketing Highlight** - \$150.00 (3 months)
 - Customized Member 1 pager highlighting your profile once a month for 3 months to over 1,000 clients via email marketing; each month will offer a new 1 pager to clients featuring the member.

What do I need to apply for membership

To be considered for membership selection, please provide the following items (Items marked with * are **required** to be considered for membership)

- Bio / Resume *
- Headshot *
- Speaker Reel and/or links to speaking videos
- Links to social media (e.g. Website, Facebook, Twitter, LinkedIn) *
- Speaker Sheet
- Membership Application *