

Wellness Speakers for Worksites

Consider inviting a wellness speaker to kick-off your next wellness initiative or to celebrate a milestone in your company's wellness programming. Follow these tips to find the right speaker for your organization.



Finding a Credible Wellness Speaker

Start with local organizations that routinely provide speakers, such as:

- **Hospital community education departments**
- **Health insurance companies** (for subscribers only)
- **College and university speaker's bureaus** Speaker fees may be charged.
- **Health agencies** such as the American Heart Association, American Cancer Society, and Breathe NH (formerly the Lung Association)
- **NH Department of Health and Human Services** also provides exhibits and disease prevention information and resources.
- **UNH Cooperative Extension** can address nutrition, family budgeting and parenting.
- **Professional organizations** such as the NH Dietetic Association, Nursing Associations, Medical Associations, can also help with finding credible speakers.

Avoid Speakers Who . . .

- Sell products such as nutrition supplements, exercise equipment, wellness services as they are likely to focus on why employees should buy and use their products.
- Lack the knowledge, expertise, or experience to address the topic.
- Charge a lot of money. High fees don't guarantee a great speaker.

Points to Consider

- **References** Ask for references and a list of places where the speaker has presented in the past. Be sure to check references.
- **Audience** Describe the audience size and type (management, manufacturing, support staff, labor, etc.). Make sure the speaker is comfortable with both.
- **Topic** Be clear about the topic you want your speaker to address. Possible topics include heart disease risk, starting an exercise program, healthy eating, etc.
- **Budget/Fees** Ask the speaker to provide a budget that itemizes their speaking fee, and costs for travel, hotel, and meals.
- **Timing** Ask the speaker how much time they need for their presentation.
- **Equipment/Room** Ask the speaker what audiovisual equipment and room set up they need.
- **Style** Ask if the presentation will be lecture style or interactive.
- **Evaluation** Share speaker evaluations with management.