



# Minutes of the 2020-2021 Board of Directors Teleconference

December 2, 2020

The 2020-2021 Toastmasters International Board of Directors met on December 2, 2020, with International President Richard E. Peck, DTM, presiding. The other officers and directors present were: Margaret Page, DTM; Matt Kinsey, DTM; Morag Mathieson, DTM; Deepak Menon, DTM; Sal Asad, DTM; Sudha Balajee, DTM; Dorothy Isa Du, DTM; Roy Ganga, DTM; Karen Lucas, DTM; Melissa McGavick, DTM; Stefano McGhee, DTM; Elizabeth Nostedt, DTM; TK O'Geary, DTM; Harold Osmundson, DTM; Aletta Rochat, DTM; Lesley Storkey, DTM; Naomi Takeuchi, DTM; and Chief Executive Officer Daniel Rex. Chief Financial Officer John Bond, Chief Information and Digital Officer Sam Farajian, Legal Director and Corporate Counsel Aaron Charrouf, Partnerships and Development Director Angela Cunningham, District Growth and Support Director Jonathan Lam, Marketing Communications Director John Lurquin, Club Quality and Member Support Director Danielle Mitchell, Board Support Director Mona Shah, Executive Assistant to the Chief Executive Officer Amber Villa, Education Development Supervisor Jessie Lester, and Secretary Kate Wingrove were also present. International Director Mohamad A. Qayoom, DTM was absent.

1. The Board reviewed and accepted the agenda as presented.
2. The Board received the report (attached) of the Executive Committee for November 13–16, 2020 and approved amendments to Policy 6.1: Accredited Speaker Program (attached) and the Accredited Speaker Program Handbook (attached) as presented.
3. The Board received the report (attached) of the Executive Committee for November 13–16, 2020 and approved the 2021 Toastmasters International budget as presented.

Pursuant to Protocol 11.3: Board of Directors Confidentiality, items contained in the minutes of this meeting were classified as “unrestricted” upon distribution of the minutes by World Headquarters, not to include any matters marked “restricted.”

Kate Wingrove  
Secretary

Distribution: Board of Directors  
Nonprofit General Counsel  
Chief Executive Officer  
Past International Presidents

## Past International Directors



# Report of the 2020-2021 Executive Committee

November 2020

The 2020-2021 Toastmasters International Executive Committee met November 13-16, 2020, with International President Richard E. Peck, DTM, presiding. The other officers present were: International President-Elect Margaret Page, DTM; First Vice President Matt Kinsey, DTM; Second Vice President Morag Mathieson, DTM; Immediate Past International President Deepak Menon, DTM; and Chief Executive Officer Daniel Rex. International Disciplinary Committee Chair, Past International President Jana Barnhill and Co-Chair, Past International President Jon Greiner were present. Chief Financial Officer John Bond, Chief Information and Digital Officer Sam Farajian, Legal Director and Corporate Counsel Aaron Charrouf, Product Development Director Angela Cunningham, District Growth and Support Director Jonathan Lam, Marketing Communications Director John Lurquin, Board Support Director Mona Shah, Executive Assistant to the Chief Executive Officer Amber Villa, Education Development Supervisor Jessie Lester, and Secretary Kate Wingrove were also present. No Committee members were absent. The full report of the Executive Committee meeting will be reviewed during the December 16, 2020 meeting of the Board. The following items are being presented during the December 2, 2020 meeting of the Board:

1. The Committee reviewed proposed amendments to Policy 6.1: Accredited Speaker Program (attached) and the *Accredited Speaker Program Handbook* (attached) that will further strengthen the program. The Committee recommends that the Board of Directors adopt the proposed amendments, effective immediately. Corresponding changes to the *Accredited Speaker Program Handbook* (attached) will be implemented upon the Board's adoption of the proposed amendments to policy.
2. The Committee reviewed the proposed 2021 Toastmasters International budget. The information presented in support of the budget reviewed the 2020 budget and plan, the operational plan for 2021 in support of the Interim Plan and the financial impact of these plans. The CEO acknowledged the impact of COVID-19 on the organization's finances and the need to be flexible and proactive when managing the budget during the 2021 year. In April 2020, the decision was made to suspend the print edition of the *Toastmaster* magazine in light of the financial challenges the organization experienced as a result of the global pandemic. The Committee recommends that the Board adopt the 2021 Toastmasters International budget, including the suspension of the print version of the *Toastmaster* magazine through December 2021.

Pursuant to Protocol 11.3: Board of Directors Confidentiality, items contained in the minutes of this meeting were classified as “unrestricted” upon distribution of the minutes by World Headquarters, not to include any matters marked “restricted” or “highly confidential.”

A handwritten signature in black ink that reads "Kate Wingrove". The signature is written in a cursive, flowing style.

Kate Wingrove  
Secretary

Distribution:      Board of Directors  
                         Nonprofit General Counsel  
                         Chief Executive Officer  
                         Past International Presidents  
                         Past International Directors

## Accredited Speaker Program

### 1. Eligibility

- A. Active members of a club in good standing, who meet all requirements outlined here, are eligible to apply for the Accredited Speaker Program.
  - I. Have completed all levels in a single path in the Toastmasters Pathways learning experience, or have earned Advanced Communicator Bronze or Advanced Toastmaster Bronze
  - II. Have presented a minimum of 25 eligible speaking engagements to non-Toastmasters audiences within the past three (3) years (from the date of application)
    - a. 15 of the 25 speaking engagements must have been paid engagements.
      - i. Travel or expense reimbursements, gifts, donations, or per diems qualify for a maximum of seven (7) of the 15 paid speaking engagements.
      - ii. At least eight (8) of the 15 paid speaking engagements must have been speeches or presentations for which the speaker was directly compensated a pre-arranged fee.
    - b. Virtual presentations qualify, as long as the audience of 20 or more viewed the presentation in real time.**
    - ~~c. b-~~ The speaker must be the principal author/owner of a substantial portion of the content used. Content owned by an outside source and used as the major portion of a presentation does not qualify.
      - i. These speaking engagements must not have been presented as part of the speaker's regular employment, unless self-employed.
- B. International Officers or Directors, candidates for International Officer or Director, Region Advisors and applicants for Region Advisor are not eligible to apply to the Accredited Speaker Program.

### 2. Application Process

- A. World Headquarters accepts Accredited Speaker Program applications between January 1 and February 1 each year.
  - I. Applications submitted after February 1 and before January 1 are not considered.
- B. Those who meet eligibility requirements and submit a complete application as outlined here are eligible to become candidates for the Accredited Speaker designation.
  - I. A completed Accredited Speaker Application Form (the official Accredited

Speaker Application Form must be used)

- a. Must include a list of 25 eligible speaking engagements, as outlined in Section 1.A.II
- II. A link to a video presentation that is 20 to 60 minutes in length, spoken in English, and recorded before a live, non-Toastmasters audience.
  - a. **Virtual presentations qualify, as long as the audience of 20 or more viewed the presentation in real time.**
  - b. **A copy of any presentation slides included in the video submission must be included with the application.**
- III. Five (5) recommendations from five (5) different clients for paid speaking engagements
- IV. A Level 1 application fee of \$100 USD
  - a. This fee is non-refundable and non-transferable.
- V. Links to any applicable websites **and/or social media profiles** dedicated to the applicant's professional speaking career
  - a. Applicants cannot be denied from the program solely because they do not have a professional website **or social media profile(s)**.
- C. In February, World Headquarters reviews all eligible applications to ensure they are complete and meet outlined requirements.
- D. If an application is incomplete or missing information, or the video does not meet outlined requirements, the applicant will be notified and permitted seven (7) days to correct the error.
- E. If the applicant does not, or is unable to, correct the error within seven (7) days, they will not be considered for Level 1 that year and must re-submit a complete application during a new application cycle if they would like to re-apply.
  - I. Their \$100 USD application fee will not be refunded or applied to a future application.

### **3. Accredited Speaker Program Process**

- A. The Accredited Speaker Program consists of Level 1 and Level 2.
- B. Eligible applicants who submit a completed application in January advance to Level 1.
- C. Level 1 of the Accredited Speaker Program follows the below progression.
  - I. Complete applications submitted to World Headquarters are shared with Level 1 judges.
    - a. Level 1 judges are Accredited Speaker Program Council members, as selected by the council chairs, with approval of the First Vice President.
  - II. The Accredited Speaker Program Council members (Level 1 judges) thoroughly review all elements of each application.

- a. All components of the application may be taken into consideration when determining whether to give the applicant a passing score.
    - b. When viewing applicant videos, council members use the Accredited Speaker Program Judge's Guide and Ballot to score the video presentation and provide the applicant with written feedback.
  - III. After reviewing all the application materials and using the Judge's Guide and Ballot to score the video presentation, council members provide the applicant with a final score out of 100.
    - a. 80 or above is a passing score.
  - IV. To advance to Level 2, candidates must receive a passing score from four (4) out of five (5) council members (Level 1 judges).
    - a. All applicants who receive a passing score from four (4) out of five (5) judges will advance to Level 2.
    - b. All applicants who do not receive a passing score from four (4) out of five (5) judges will not advance to Level 2 and must re-submit a complete application during a new application cycle if they would like to apply again.
      - i. Their \$100 USD application fee will not be refunded or applied to a future application.
- D. Level 2 of the Accredited Speaker Program follows the below progression:
  - I. All applicants who advance become Level 2 candidates and are invited to give a live presentation, **spoken in English**, during the Accredited Speaker Program at the Toastmasters International Convention in front of a panel of judges.
    - a. Candidates who accept the invitation to present at the Accredited Speaker Program must submit a Level 2 application fee of \$150 USD.
      - i. This fee is nonrefundable and nontransferable.
    - b. Candidates who are unable to accept the invitation to present at the Accredited Speaker Program the same year they passed Level 1 may present at Level 2 any year within three (3) years of their original application.
      - i. Candidates participating in Level 2 in a different year than when they passed Level 1 must inform World Headquarters of their intent by May 1 of the year they plan to participate.
      - ii. Upon informing World Headquarters, these candidates will be required to pay the \$150 USD Level 2 application fee.
  - II. Based on the number of Level 2 candidates in a given year, World Headquarters may conduct the Accredited Speaker Program in multiple groups during the International Convention.
    - a. Each group will have its own panel of judges.

- III. Level 2 judges are Accredited Speaker Program Council members, as selected by council chairs, with the approval of the First Vice President.
- IV. Council members are provided with each candidate's basic information and context regarding area of expertise as submitted at Level 1.
  - a. Additional application information, including candidate video submissions, list of speaking engagements, recommendation forms, and details regarding education and awards will not be provided to Level 2 judges.
- V. Council members (Level 2 judges) use the [Accredited Speaker Program Judge's Guide and Ballot](#) to score candidates' live presentations and provide written feedback during the Accredited Speaker Program.
- VI. Following the live presentations, council members (Level 2 judges) assign each candidate a score out of 100.
  - a. 80 or above is a passing score.
- VII. For a candidate to receive the Accredited Speaker designation, they must receive a passing score from four (4) out of five (5) council members (Level 2 judges).
- VIII. Council chairs serve as chief judges for the Accredited Speaker Program and review results to determine which candidates received the designation. They inform all candidates of results before they are announced.
  - a. All Level 2 candidates who receive a passing score from four (4) out of five (5) judges receive the Accredited Speaker designation.
  - b. Level 2 candidates who do not receive a passing score from four (4) out of five (5) judges do not receive the Accredited Speaker designation.
    - i. Candidates who present at Level 2 but do not receive the designation may reapply beginning at Level 2 and present again at the International Convention (must be within three [3] years of the original attempt).
    - ii. Returning candidates must inform Word Headquarters of their intent by May 1 of the year they plan to participate.
    - iii. Candidates who return at Level 2 must pay the \$150 USD Level 2 application fee each time they return.
    - iv. The number of times a candidate may return and attempt beginning at Level 2 is twice. Following this, the candidate must re-apply at Level 1 with a complete application.

#### 4. Accredited Speakers

- A. Accredited Speaker applicants and Accredited Speakers agree to adhere to all Toastmasters International governing documents, including Policy 3.0: Ethics and Conduct, Protocol 3.0: Ethics and Conduct, and this policy.
- B. Accredited Speakers must not damage the Toastmasters International or

Accredited Speaker brands in any way.

- I. When presenting at Toastmasters events or about Toastmasters, Accredited Speakers must use materials in presentations that accurately reflect the Accredited Speaker Program and the Toastmasters International brand.

**C. Accredited Speakers must not charge fees for assisting Toastmasters members in pursuing the Accredited Speaker designation. However, if an Accredited Speaker offers other professional services as part of their business, and a Toastmasters member pursuing the Accredited Speaker designation wishes to utilize that service, the Accredited Speaker may charge the corresponding fee for the service.**

**D. ~~C.~~** All Accredited Speakers are encouraged to use the Accredited Speaker logo and must abide by the guidelines regarding its authorized and unauthorized uses.

I. Authorized uses of the Accredited Speaker logo **are**

**a. By Toastmasters members who hold the Accredited Speaker designation**

- i. ~~a.~~ Professional websites (must include a link to the Toastmasters International Accredited Speaker page)**
- ii. ~~b.~~ Presentation slides**
- iii. ~~c.~~ Speaker one-sheets**
- iv. ~~d.~~ Social media profiles ~~accounts~~ (e.g., Facebook, LinkedIn)**
- v. ~~e.~~ Email signatures**
- vi. ~~f.~~ Stationery**
- vi. ~~g.~~ The back of business cards**

**b. Promotion of the Accredited Speaker program by Toastmasters Clubs, Areas, Divisions, and Districts.**

**c. To promote the participation of Accredited Speakers at Toastmasters events.**

II. Unauthorized uses of the Accredited Speaker logo

- a. The front of business cards
- b. Logos or visual representations for a club, Area, Division, or District, including those that specifically support members who strive to achieve the Accredited Speaker designation

**~~i. Only Toastmasters International World Headquarters and Accredited Speakers are authorized to use the Accredited Speaker logo.~~**

- c. On articles such as trophies, ribbons, banners, certificates, clothing, or other items, except with specific, written approval and authorization from the Chief Executive Officer.

## **5. Accredited Speaker Program Council**

- A. The Accredited Speaker Program Council works in conjunction with World Headquarters to oversee the Accredited Speaker Program, judge each level of the program, provide onboarding and support to new Accredited Speakers,

report any known violations of conduct regarding an Accredited Speaker to World Headquarters, and suggest potential program improvements to World Headquarters.

- B. The Accredited Speaker Program Council consists of two (2) council chairs and a minimum of five (5) council members for each level of the Accredited Speaker Program.
  - I. Council chairs must be appointed by the First Vice President, subject to ratification by the Executive Committee.
    - a. **Council chairs serve a two-year term.**
      - i. **Council chair terms are staggered, with one (1) council chair appointed each year.**
      - ii. **Should a council chair be unable to complete the two-year term for any reason, the vacancy is filled by an Accredited Speaker who meets all council chair requirements. The individual filling the less-than-two-year vacancy is appointed by the First Vice President, subject to ratification by the Executive Committee. At the discretion of the First Vice President, the individual may be appointed to serve a full two-year term following the less-than-two-year time of service.**
  - II. Council members must be appointed by the council chairs with the approval of the First Vice President, subject to ratification by the Executive Committee.
    - a. For Level 1, five (5) council members are appointed for every 15 applicants each year.
    - b. For Level 2, an additional five (5) council members are appointed for each Accredited Speaker Program segment that will be held at the International Convention.
- C. Council chairs must be Accredited Speakers who are active Toastmasters members of clubs in good standing.
- D. Council members must be, in order of preference:
  - I. Accredited Speakers who are active Toastmasters members of clubs in good standing
  - II. World Champions of Public Speaking
  - III. Past International Presidents
  - IV. Past International Directors
  - V. Past educational or keynote speakers at the International Convention.
- E. Council chairs and council members must conduct themselves in accordance with Policy 3.0: Ethics and Conduct and Protocol 3.0: Ethics and Conduct, and maintain confidentiality about the Accredited Speaker Program Council's work.

## 6. Council Chair Responsibilities

- A. The responsibilities of the Accredited Speaker Program Council chairs include:
  - I. Inviting council members to serve at both Level 1 and Level 2, with the approval of the First Vice President
  - II. Conducting a judges' orientation during both Level 1 and Level 2 of the Accredited Speaker Program
    - a. Council chairs must be physically present for the Accredited Speaker Program at the International Convention; no travel allowances will be provided by World Headquarters.
  - III. Conducting online orientation(s) for new Accredited Speakers, using materials and resources provided or approved by World Headquarters
    - a. Council chairs must coordinate with World Headquarters to determine the timing for the orientation.
    - b. Council chairs may request assistance from council members in the orientation and support of new Accredited Speakers.
  - IV. Supporting all new and existing Accredited Speakers
    - a. Be available and willing to answer questions about use of the logo, use of the Accredited Speaker title, speaking at District conferences, representing the Accredited Speaker Program, and adhering to Policy 3.0.
    - b. Connect Accredited Speakers with World Headquarters for questions that are outside of the council chairs' purview or expertise.
  - V. Reporting any known violations of conduct regarding an Accredited Speaker to World Headquarters
  - VI. Serving as Chief Judge for both Levels 1 and 2 of the Accredited Speaker Program
  - VII. Providing feedback on their experience to World Headquarters, including proposed rule changes

## 7. Council Member Responsibilities

- A. For Level 1, the responsibilities of Accredited Speaker Program Council members include:
  - I. Judging Level 1 of the Accredited Speaker Program using the [Accredited Speaker Program Judge's Guide and Ballot](#)
  - II. Providing program feedback to World Headquarters, including proposed rule changes
  - III. Assisting council chairs in the orientation for new Accredited Speakers, upon request
  - IV. Reporting any known violations of conduct involving an Accredited Speaker to World Headquarters

- B. For Level 2, the responsibilities of Accredited Speaker Program Council members include:
- I. Judging Level 2 of the Accredited Speaker Program at the International Convention using the [Accredited Speaker Program Judge's Guide and Ballot](#)
    - a. Level 2 Accredited Speaker Program Council members will each be provided with two (2) complimentary tickets to the Accredited Speaker Program at the Toastmasters International Convention.
    - b. Accredited Speaker Program Council members are responsible for all other costs incurred for attending the International Convention, including travel, lodging, and event registration.
  - II. Providing program feedback to World Headquarters, including proposed rule changes
  - III. Assisting council chairs in the orientation for new Accredited Speakers, upon request
  - IV. Reporting any known violations of conduct involving an Accredited Speaker to World Headquarters
- C. Council members must disclose all potential conflicts of interest, including mentoring and coaching relationships with candidates, before serving as a judge at either Level 1 or 2.**

# Accredited Speaker Program Handbook

For Accredited Speakers and applicants



TOASTMASTERS  
INTERNATIONAL

AS  
ACCREDITED  
SPEAKER



## Accredited Speaker Program

The Toastmasters International Accredited Speaker Program is designed for professional speakers who combine expert knowledge in a particular subject with mastery of the spoken word, making them sought-after experts in their respective fields.

**TOASTMASTERS INTERNATIONAL**  
[www.toastmasters.org](http://www.toastmasters.org)

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Item 690 Rev. 09/2020

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# For Applicants



## Before you apply

Before applying to become an Accredited Speaker, it's important to understand the requirements and make sure you're equipped for a successful application process.

Keep in mind that the Accredited Speaker Program recognizes speakers who have already reached professional-level status in their careers. It is not designed to recognize or provide support and publicity for those who are working toward becoming professional-level speakers. If you are working toward professional-level status, we recommend connecting with one of the current Accredited Speakers who offer [mentoring services](#).



## Eligibility

Review the list below and ensure that you have met all basic eligibility requirements. To be eligible for the Accredited Speaker Program, you must:

- Be a member of a club in good standing
- Have completed one of the following educational requirements:
  - Completed all levels in a single path in the Toastmasters Pathways learning experience
  - Earned Advanced Toastmaster Bronze
  - Earned Advanced Communicator Bronze
- Have presented a minimum of 25 professional-level speaking engagements to non-Toastmasters audiences within the past three years (from the date of application).
- Have received payment for at least 15 of the 25 professional-level speaking engagements submitted as part of your application.
- Have a professional-level video of a presentation that is 20 to 60 minutes in length, spoken in English, and recorded before a live, non-Toastmasters audience. **(All references to “live audience” and “live presentation” include both on-premise and virtual events in which the audience is present in real time.)**

- Have five different clients complete the official Accredited Speaker Program Recommendation Form and submit it to World Headquarters on your behalf (forms must be submitted by clients from whom you received payment).

Please note that international officers or directors, candidates for international officer or director, region advisors, and applicants for region advisor are not eligible to participate in the Accredited Speaker Program.

## How is a professional-level speaking engagement defined?

For the purpose of the Accredited Speaker Program application, qualifying speaking engagements include, but are not limited to, educational presentations, training sessions, corporate lectures, and motivational speeches. Regardless of the type of presentation, all speeches submitted as part of your application must meet the following criteria:

- There must be 20 or more audience members in attendance.
- Speeches must be a minimum of 20 minutes in length.
- Speeches must be presented for a live audience; virtual presentations ~~do not~~ qualify, **as long as the audience of 20 or more viewed the presentation in real time.**

- The speaker must be the principal author/owner of a substantial portion of the content used.
  - Content owned by an outside source and used as the major portion of a presentation does not qualify.
  - Speeches must not be presented as part of the speaker's regular employment, unless self-employed.

### What qualifies as a paid speech?

- Any speech or presentation for which the speaker was directly compensated a pre-arranged fee
- Speeches or presentations for which the speaker received reimbursement, per-diem, or a gift/donation qualify for a limited number of paid speeches

### What does not qualify as a paid speech?

- Any speech presented as part of the speaker's regular employment

### What about reimbursements, gifts, or donations?

- Speeches for which the speaker only received an expense reimbursement (e.g., travel, food, or lodging), a per diem, or a monetary gift/donation will qualify toward a maximum of seven of the 15 paid speaking engagements.
- At least eight of the paid speaking engagements must be speeches or presentations for which the speaker was directly compensated a pre-arranged fee.

### What are the requirements for my video submission?

- Must be recorded using a professional-level method
- Must be spoken in English in front of a live, non-Toastmasters audience
- Must include your entire speech, including the person who introduces you
- Must include a speech that is no longer than 60 minutes and no shorter than 20 minutes
  - Your professional introduction does not count toward the time limit.

- Speech or presentation must have a clearly defined opening, body, and closing.

### What would disqualify my video submission?

- Poor audio or video quality
- Does not include a professional introduction
- Does not include a complete presentation
- Is edited in any way

(**Editing** this includes but is not limited to: adding prerecorded or introduction music, adding graphics at any point in the video—including as an introductory slide—using multiple cameras, making lighting or audio enhancements, cutting out portions of the presentation, or ending the video before the presentation concludes to ensure it meets the time requirement. **Editing does not include cutting out extra footage that occurs before the speaker's introduction or after the clearly defined ending of the speaker's presentation.**)

## How to apply

Applications for the Accredited Speaker Program are accepted by World Headquarters in January each year. All materials listed here must be received by 5 p.m. Mountain Time, January 31; there are no exceptions past the January 31 due date.

If you plan to apply in the upcoming year, it's a good idea to review the eligibility requirements in the previous section and start getting your application materials ready now.

To apply, complete and submit the official Accredited Speaker Program Application.

### The application will require that you include:

 Basic information about yourself	 Information about your professional background and area of expertise	 A list of 25 eligible speaking engagements (see <b>Eligibility</b> )	 A link to a qualified video presentation (see <b>Eligibility</b> )	 <b>A link</b> to your professional <del>W</del> website <b>and/or social media profiles</b> , should you have <del>one</del> <b>them</b> *
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\* You cannot be denied from the program solely because you do not have a professional website **and/or social media profiles**.

In addition to the completed application form **and video link**, you must also ensure that World Headquarters receives the following ~~two~~ **three** items:

1. Recommendations from five different clients for paid speaking engagements
  - The Accredited Speaker Program Recommendation Form must be used.
  - The form must be completed and submitted to [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org) by the client providing the recommendation.
  - Accredited Speaker applicants must not submit their own recommendation forms.
  - Client recommendation forms can be submitted at any time during the year and will be kept on file for five years (all other applications materials are not accepted prior to January 1; recommendation forms received after January 31 can only be counted toward an application for the following year).
2. A \$100 Level 1 application fee
  - This fee is nonrefundable and must be submitted after your application materials are received by World Headquarters.
    - If your application materials are submitted on January 31, you will have three additional business days to submit the Level 1 payment.
    - For information on how to submit your application fee, contact [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org).
3. **A copy of any presentation slides included in your video submission, if applicable. (Please note that there is no requirement for your presentation to include slides.)**

## Process to receive designation

The Accredited Speaker Program includes two levels.

Once you submit application materials as outlined in the How to Apply section, your application will be reviewed to ensure it meets all requirements.

- If any portion of your application and/or your submitted video does not meet the outlined requirements, you will be notified and permitted one opportunity to submit a corrected application and/or another qualified video submission. You will have seven days to resubmit.
  - The corrected application and/or qualified video submission must be provided within seven days from the date of request.
  - Speaking engagements listed on your corrected/ revised application must be before the original January 31 application deadline.
  - The video submitted as part of a corrected/revised application must be from a presentation that occurred before the original January 31 deadline.
  - If your second application and/or video submission does not qualify or is not submitted within seven days, you will not progress to Level 1.

If your application and/or video submission meet all requirements, you will progress to Level 1 of the Accredited Speaker Program.

### If I don't progress to Level 1, will my fee be refunded?

Your \$100 Level 1 application fee is nonrefundable and nontransferable. Should you not progress to Level 1, this fee will not be returned. If you decide to apply during a new application cycle, you must pay a new \$100 fee with your Level 1 application.

## Level 1

During Level 1 of the Accredited Speaker Program, applications and video submissions are reviewed by a panel of judges.

Judges are provided with access to the candidate's entire application, including recommendation forms, the list of speaking engagements, ~~and~~ video presentation, **and presentation slides if used.**

All elements of the candidate's application are reviewed and taken into consideration by judges when determining if the candidate is to proceed to Level 2.

### Who are the judges and how are they selected?

Judges are members of the Accredited Speaker Program Council, appointed by the council chairs, with the approval of the Toastmasters International First Vice President.

Council members are experienced professional speakers who are qualified to serve as judges based on meeting all outlined requirements.

### What are judges looking for?

Judges will review your entire application and judge your video presentation to determine if you have reached a professional status as a speaker.

Elements that could be helpful in demonstrating this include:

- Ensuring recommendations are positive and current
  - If you have applied to level 1 within the previous five years, your prior recommendation forms will still be on file. However, you may want to consider updating them to reflect current clients and presentations.
- Including the best possible examples of your work in your list of 25 speaking engagements
  - If there is something that makes a presentation specifically unique, note this for the judges. For example, a presentation for a smaller audience or minor fee may be significant because of the setting, client, or individuals who were in attendance. Note this on the application to ensure the judges are aware.
- If you have a professional **website or social media profiles**, ensure that ~~it is~~ **all are** updated and accurately represents you.
- Submitting a video that strongly reflects your style and ability as a professional speaker
  - While it's important to ensure your video meets all technical requirements for a professional-level video, you'll also want to consider the content and ensure it's a positive reflection of your skills as a speaker and your command of your subject of expertise.
- **If presentation slides are used within the video submitted with your application, it is helpful (but not required) for the judges if slides are also visible in the video presentation.**



## How will my video and application be scored?

When viewing your video presentation, judges will use the Accredited Speaker Program [Judge's Guide and Ballot](#) to provide you with a score out of 100. Categories that judges will consider include:

- Content (accounts for 40.45 percent of score)
- Delivery (accounts for 40.35 percent of score)
- Language (accounts for 20 percent of score)

See the Accredited Speaker Program [Judge's Guide and Ballot](#) for additional details on each category. Judges may take your entire application into consideration when finalizing your score.

## What score do I need to progress to Level 2?

To progress to Level 2, you must receive a score of 80 or above from four out of five judges.

## What happens if I don't pass Level 1?

If a candidate does not pass Level 1, they will not proceed to the next level of the Accredited Speaker Program. However, all candidates are welcome to apply again during a new application cycle.

Candidates will receive written feedback from judges that can be applied to help improve future presentations and contribute to a stronger application.

## When will I know if I am progressing?

Judging for Level 1 begins near the end of March and results will be shared with all candidates in May.

Candidates who receive a score of 80 or above from four out of five Level 1 judges will be invited to progress to Level 2 of the Accredited Speaker Program.

## What happens after I find out I've passed Level 1?

Once you have been notified that you passed Level 1, World Headquarters will provide you with additional information about the Level 2 program, including where and when it will take place. You will be given approximately seven days to confirm your participation in Level 2.

## Level 2

Level 2 of the Accredited Speaker Program takes place at the Toastmasters International Convention, held in August each year. Candidates will be invited to present in front of a live audience and panel of five judges and one chief judge during this level of the Accredited Speaker Program.

Should there be a significant number of Level 2 candidates, this part of the Accredited Speaker Program may be held in multiple groups. Each group will have its own panel of five judges and one chief judge.

## What is required for Level 2?

Once you confirm that you will be competing in Level 2 at the Toastmasters International Convention, you must also:

- Submit a \$150 Level 2 application fee.
- Secure your own travel and accommodations for the International Convention.\*
- Prepare your Level 2 presentation and let World Headquarters know of any audio-visual needs.

\* Accredited Speaker Level 2 candidates are not required to register for the International Convention. You will receive free admission for yourself and up to two guests to the Accredited Speaker Program.

## What are the requirements for my Level 2 presentation?

Your Level 2 presentation must be between 15 to 18 minutes in length, **be spoken in English**, and demonstrate your skill as a speaker as well as your mastery in your area of expertise.

You may use PowerPoint slides or other audio-visual elements during this presentation. World Headquarters will coordinate with you in July to determine any specific needs for your presentation.

## How does judging work at Level 2?

Judging for Level 2 of the Accredited Speaker Program is similar to the judging process and requirements for Level 1. Level 2 judges score your live presentation using the [Accredited Speaker Program Judge's Guide and Ballot](#).

Judges at Level 2 will be provided with your basic information and context regarding your area of expertise as submitted on your application. Level 2 judges will not be provided with any additional information from your application.

Candidates who present at Level 2 the same year they applied to Level 1 are not permitted to submit an updated application between Level 1 and Level 2.

## How am I scored at Level 2?

Scoring at Level 2 is the same as at Level 1. Each judge will provide you a score out of 100 and you must receive a score of 80 or above from four out of five judges to pass Level 2 and receive the Accredited Speaker designation.

## How many candidates can progress each year?

There is no limit to the number of candidates who can progress to ~~Level 1~~ **Level 2** each year. Nor is there a limit to the number of candidates who can receive the Accredited Speaker designation.

Unlike in a speech contest, Accredited Speaker candidates are not scored in comparison to other candidates; they are rated on their own skill and expertise as a professional speaker.

Should four out of five Level 1 judges determine that all candidates should progress to Level 2, then all candidates will progress. Similarly, if four out of five judges in each group give all Level 2 candidates a score of 80 or above, all candidates will receive the Accredited Speaker designation.



## What if I can't make it to the International Convention?

To participate in Level 2 of the Accredited Speaker Program, you must present in person during the live program.

However, if you pass Level 1 of the program and are unable to ~~attend~~ **participate in** the International Convention that same year, you are welcome to participate in Level 2 of the Accredited Speaker program in a future year (must be within three years of passing Level 1).

To ensure you will be included in the program, you must contact World Headquarters at [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org) by May 1 of the year you plan to participate.

Should you decide to participate in Level 2 a different year than that in which you applied to Level 1, you are encouraged to submit an updated list of speaking engagements. This does not need to be a completely new list, but adding recent engagements will demonstrate to judges that you have remained an active professional speaker in the year(s) between your original Level 1 application and the time you indicate to World Headquarters that you plan to participate in Level 2. This updated list must be submitted within two weeks after you inform World Headquarters that you plan to participate in Level 2.

## What happens if I don't pass Level 2?

If you don't pass Level 2 the first year you participate, you will have two additional opportunities to return to the International Convention and present during the Accredited Speaker Program.

Each time you return at Level 2, you must submit an additional nonrefundable Level 2 application fee and are encouraged to submit an updated list of 25 recent speaking engagements. This does not need to be a completely new list, but adding recent engagements will demonstrate to judges that you have remained an active professional speaker.

If you do not pass Level 2 after a total of three attempts, you must re-apply at Level 1, submitting a complete application and Level 1 application fee.

## What happens if I pass Level 2?

Once you pass Level 2, you receive the prestigious Accredited Speaker designation, which gives you a competitive edge and sets you apart from other professional speakers. Having this designation means

that your talent and ability have been recognized by Toastmasters International, a world leader in communication and leadership development.

Additionally, you will receive recognition and support from World Headquarters and the Accredited Speaker Program Council. Recognition includes the following:

- Presentation of an official Accredited Speaker badge, pin, and plaque at the International Convention
- Letter of commendation from the Toastmasters International Chief Executive Officer
- News release sent to selected publications
- Acknowledgement in the *Toastmaster* magazine
- Opportunity to have your profile, professional speaking services, and contact information included on the Toastmasters International website
- **Ability to use the Accredited Speaker logo as you build your professional marketing and brand.**

For more information about the support and acknowledgement you receive as an Accredited Speaker, see the For Accredited Speakers section of this handbook.

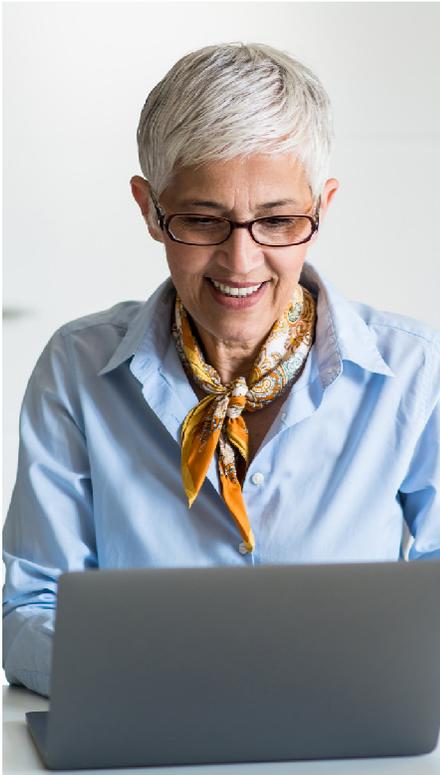


# For Accredited Speakers

## Support from World Headquarters

As soon as you receive the Accredited Speaker designation, you can begin placing this title next to your name along with any other designations or credentials you may have.

When using this designation, you are representing Toastmasters International, and we want you to succeed in your career as a public speaker. To assist you in this, World Headquarters provides ongoing support for Accredited Speakers and asks that you partner with us in keeping the Accredited Speaker Program brand strong.



### Accredited Speaker Orientation

In the first few months after you receive the designation, you will be invited to attend a virtual Accredited Speaker orientation, where you can hear advice from other Accredited Speakers, learn how to make the most of the designation, and discover additional speaking opportunities that are open to you now that you have the designation.

The orientation will be conducted by the Accredited Speaker Program Council co-chairs with support from World Headquarters.

Topics covered in this orientation will include:

- Use of the Accredited Speaker logo and brand guidelines
- Speaking at Toastmasters clubs, conferences, and events
- Speaking about the Accredited Speaker Program to non-Toastmasters audiences
- Ensuring your website and personal brand remain strong and relevant

## Accredited Speaker Profile

As a world leader in communication and leadership development, Toastmasters International is trusted by individuals, **De**istricts, and companies to endorse and promote quality speakers.

Those who come to Toastmasters seeking a professional-level speaker are directed to the [Accredited Speaker profiles](#), where they can view all Accredited Speakers who have chosen to have a profile and contact you for their speaking engagement.

After you have received the designation, Toastmasters International will work with you to gather information and write a professional profile that highlights your expertise and skill as a speaker. Once you have approved your profile, it will be posted on the website along with your contact information.

Any time you would like your profile updated, simply email [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org) with the information you would like to change.

## Creating your brand as an Accredited Speaker

As a professional speaker, you understand the importance of representing yourself in a professional manner and building a strong personal brand.

Similarly, it's important to ensure you are representing the Accredited Speaker Program well and helping to keep the brand strong.

The guidelines outlined here are designed to support you in creating your brand, incorporating the Accredited Speaker branding into your professional marketing materials, and ensuring that you have strong professional representation across all platforms you use.



### Using the Accredited Speaker logo

The Accredited Speaker logo is a visual representation and identification of the Accredited Speaker Program and brand. The logo strengthens

the credibility of the program and supports you in promoting yourself as a professional speaker.

Toastmasters will provide you with access to Accredited Speaker logo art that can be uploaded to websites and used in other applications.

You are encouraged to use the logo, as it shows your affiliation with Toastmasters International and your Accredited Speaker designation.

### Where should I include the logo?

**You Toastmasters who hold the Accredited Speaker designation** are welcome and encouraged to use this logo in the following places:

- On your professional website
- In presentation slides
- On your speaker one-sheet
- On your social media accounts
- On stationery
- Email signatures
- On the back of your business card

When using the Accredited Speaker logo on your own website, you must link the logo to the Toastmasters International Accredited Speaker page. Linking to this page will allow visitors to your site to quickly see what this designation means and the credibility that it lends you.

### Where should I not include the logo?

Accredited Speakers are not permitted to use the Accredited Speaker logo in any of the following applications:

- On the front of business cards
  - Accredited Speakers may include the Accredited Speaker designation along with their name on the front of business cards. Inclusion of the logo on the front of business cards could detract from personal branding and imply that speakers are conducting business on behalf of the program or the Toastmasters International organization.
- As a Toastmasters club logo or a visual representation for a club, including clubs that specifically support members who strive to achieve the Accredited Speaker designation
- On articles such as trophies, ribbons, banners, certificates, clothing, or other items, except with specific written approval and authorization from the Toastmasters International Chief Executive Officer

### Giving presentations about Toastmasters-related topics

Accredited Speakers are often invited to speak at Toastmasters events, such as **De**istrict conferences.

Please keep in mind that you are not permitted to accept a speaking fee from **De**istricts. However, **De**istricts may provide reasonable travel, meals, lodging, and event registration expenses.

Additionally, you may be asked to speak to non-Toastmasters audiences about the Accredited Speaker Program or other Toastmasters programs.

When presenting at Toastmasters events or about Toastmasters, materials used in presentations must accurately reflect the Accredited Speaker Program and the Toastmasters International brand.

Following your Accredited Speaker orientation, the Accredited Speaker Program Council will provide you with a presentation and talking points designed for speaking about the Accredited Speaker Program. Use these to ensure you are accurately representing the program and providing the most current information.

When presenting at or attending conferences, you must not damage the [Toastmasters International brand](#) in any way.

### **Maintaining a professional website**

As an Accredited Speaker, you are strongly encouraged to have a professional website, **or active social media profiles**, as ~~this is a~~ **these can be** great ways to promote your services and inform potential clients of the expertise you provide.

When you apply to the Accredited Speaker Program, your professional website **and/or social media profiles** (should you have them ~~one~~) **is are** reviewed by judges.

Once you've received the designation, it's important to ensure that your website **and profiles** continues to meet current professional standards and **is are** regularly updated.

### **How often should I update my website?**

This will vary for each individual, as websites should be updated any time you have a new accomplishment or detail to add.

However, it's a good idea to check your website a few times a year and make sure everything is up to date.

If it's been a few years since you've refreshed the look of your website, it might be time to research current professional standards and make sure that look is modern and relevant.

Keep your eye on the following details to make sure they don't become out of date:

- Your photo: In addition to ensuring your photo is of professional quality, you'll want to make sure it reflects your current image.
- Your list of accomplishments: If you've done something new and exciting, make sure you let visitors to your website know.

- Your contact information: Make it easy for clients to reach you by ensuring your contact information stays up to date.
- Details about your services: If you include pricing or scheduling information on your website, you'll want to keep this updated regularly.

**If you have social media profiles, you'll want to keep these current and up-to-date as well, and you should review your basic information any time you update your website. You'll also want to make sure you post on these profiles regularly. New content will keep your followers engaged and help your brand stay relevant.**

### **Presenting yourself professionally**

When you market yourself as an Accredited Speaker, you are representing the Toastmasters International brand. The way you present yourself reflects on your personal brand, as well as the Toastmasters and Accredited Speaker brands.

### **Attire**

Whether you are speaking to a Toastmasters or non-Toastmasters audience, it's important that your attire demonstrates your professionalism and reflects positively on your status as an Accredited Speaker.

When considering attire for each presentation you give, keep the following guidelines in mind:

- Dress according to the audience for whom you will be speaking.
- Ensure your clothes and shoes are clean and neat.
- Ask yourself how you would view a professional speaker in the attire you plan to wear.



## Presentations

As a professional speaker—and a Toastmaster—you understand the importance of words. Part of crafting a strong presentation is ensuring that your message, whether motivational, inspirational, or informative, is clearly expressed and well received.

Messages that are off-putting to your audience, for any reason, will not be well received. What's more, they can damage your personal brand and any brands that you represent.

When giving presentations, take care to avoid:

- Disparaging remarks
- Derogatory comments
- Offensive language

Keep in mind that what is considered disparaging or offensive can be different for each audience. That's why it's important to know your audience and craft your message accordingly.

## Maintaining the designation

The Accredited Speaker designation is a prestigious title that you can use to support your professional speaking career.

In order to ensure you maintain this designation and retain the right to use this title, you must do the following:

- Adhere to all branding guidelines in the [Creating your brand as Accredited Speaker section](#) of this handbook.
- Abide by Toastmasters International [Policy 3.0: Ethics and Conduct](#) and adhere to all specific expectations outlined for Accredited Speakers in Policy 3.0, Section 1 (J): World Champions of Public Speaking and Accredited Speakers.

## Mentoring and coaching

**Toastmasters members working to achieve the Accredited Speaker designation will look to you for guidance and advice. Your position as a polished professional who has successfully completed the process to become an Accredited Speaker makes you uniquely suited to support others on this journey. Many Accredited Speakers consider mentoring and coaching as a way to give back, by supporting upcoming Accredited Speakers.**

**As outlined in Policy 6.1: Accredited Speaker Program, Accredited Speakers must not charge fees for assisting Toastmasters members in pursuing the Accredited Speaker designation. However, if an Accredited Speaker offers other professional services as part of their business, and a Toastmasters member pursuing the Accredited Speaker designation wishes to utilize that service, the Accredited Speaker may charge the corresponding fee for the service.**

## Being invited to serve on the Accredited Speaker Program Council

As an Accredited Speaker, you may be invited to serve on the Accredited Speaker Program Council for either Level 1 or Level 2 of the program.

While Accredited Speakers are not required to serve on the council, it is a great opportunity to support the program and help new Accredited Speakers reach the designation by serving as a judge.

Should you accept an invitation to serve on the Accredited Speaker Program Council, you are expected to meet all requested deadlines, communicate openly with the council chairs and Toastmasters International World Headquarters, and adhere to all expectations outlined in the Accredited Speaker Program Council Overview section of this rulebook.

# Program Structure

## Accredited Speaker Program Council Overview

The Accredited Speaker Program Council is a group of Toastmasters members with a demonstrated proficiency in professional-level speaking. The purpose of the council is to work in conjunction with World Headquarters to provide a seamless onboarding experience for new Accredited Speakers, support existing Accredited Speakers, serve as judges for Level 1 and Level 2 of the program, and suggest potential program improvements to World Headquarters.

Members of the Accredited Speaker Program Council serve a one-year term. Council members ~~and council chairs~~ may be appointed for subsequent terms. **Council chairs serve two-year, staggered terms. One new chair will be appointed each year.**

## The Accredited Speaker Program Council consists of:

Two council chairs

A minimum of 10 council members

- Five council members for every 15 Level 1 applicants in a given year
- An additional five council members for each Accredited Speaker Program segment that will be held at the Toastmasters International Convention in a given year

## Responsibilities of a council chair

- Select and invite council members, using the list provided by World Headquarters.
- Conduct a virtual judge's briefing for Level 1 council members.
- Conduct a live judge's briefing for Level 2 council members.
- Ensure that all council members sign the [Judge's Certification of Eligibility and Code of Ethics](#) before serving as a judge for either level of the program.
- Review results from Level 1 of the Accredited Speaker Program to ensure accuracy, and share results with candidates.
- Be willing and available to serve as the chief judge for Level 2 of the Accredited Speaker Program at the Toastmasters International Convention.
  - Council chairs must be physically present for the Accredited Speaker Program at the International Convention; no travel allowances will be provided by World Headquarters.
- Conduct virtual orientation(s) for new Accredited Speakers using materials approved by World Headquarters.
- Be available to answer questions from existing Accredited Speakers.
- Direct Accredited Speakers to World Headquarters for additional support and questions that council chairs are unable to address.
- Provide feedback on their experience as a council chair to World Headquarters.
- Report any known violations of conduct regarding an Accredited Speaker to World Headquarters.

## Requirements to be a council chair

- Be a current Accredited Speaker and a member of a club in good standing.
- Be appointed by the Toastmasters International First Vice President, subject to ratification by the Executive Committee.
  - Current Accredited Speakers may nominate individuals who meet all requirements to serve as council chair by emailing [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org).
- Possess a strong understanding of the Accredited Speaker eligibility requirements, judging criteria, and application process.
- Be willing and available to perform all council chair responsibilities
- Agree to conduct themselves in accordance with the Toastmasters Code of Conduct and maintain the confidentiality of the council's work.

## Responsibilities of a council member

- Serve as a judge for either Level 1 or Level 2 of the Accredited Speaker Program.
  - When council members are appointed, they will be notified of which level they are asked to judge; council members who agree to judge Level 2 must be physically present for the Accredited Speaker Program at the International Convention. No travel allowances will be provided by
- World Headquarters.
- Assist council chairs with orientation and support for new Accredited Speakers, upon request.
- Provide feedback on their experience to World Headquarters.
- Report any known violations of conduct regarding an Accredited Speaker to World Headquarters.

## Requirements to be a council member

- Be a member of a club in good standing who also meets at least one of the following criteria (preference will be given in the order listed here):
  1. Accredited Speaker
  2. World Champion of Public Speaking
  3. Past International President
  4. Past International Director
  5. Served as an educational or keynote speaker at the Toastmasters International Convention
- Be appointed by the council chairs with approval of the First Vice President, subject to ratification by the Executive Committee.
- Be willing and available to perform all council member responsibilities.
- **Disclose any potential conflicts of interest, including mentoring and coaching relationships with candidates, before serving as a judge.**
- Agree to conduct themselves in accordance with the Toastmasters [Code of Conduct](#), **uphold the Ethics and Conduct standards as outlined for Accredited Speakers in Policy 3.0: Ethics and Conduct, 1.J.**, and maintain the confidentiality of the council's work.

# Accredited Speaker Program Council Timeline

Because the Accredited Speaker Program Council is designed to support the Accredited Speaker Program at both Levels 1 and 2, there is a specific annual timeline for council activities, beginning in January of each year.

## January

- Council chairs appointed by the First Vice President (no later than the second week).
- World Headquarters provides council chairs with a list of potential Level 1 council members, as approved by the First Vice President (no later than the third week).

## February

- World Headquarters notifies council chairs of the number of individuals whose applications were submitted by the deadline (first full week of the month).
- World Headquarters reviews Accredited Speaker Program applications (ongoing throughout the month).
- Council chairs select the required number of council members from the list approved by the First Vice President (second full week of the month).
  - Number of council members is based on the number of Level 1 applicants.
  - Invitations are provided to council members.
  - Confirmed council members receive invitation to orientation.
- Council chairs conduct orientation for council members with support from World Headquarters (once all judges are confirmed; ideally last week of the month).
  - The orientation includes an overview of the role and a thorough judge's briefing.

## March

- Council chairs conduct orientation for council members with support from World Headquarters (if all judges not confirmed in February; no later than first week of month).
  - The orientation includes an overview of the role and a thorough judge's briefing.
- World Headquarters provides council chairs with the final number of eligible Level 1 applicants (first full week of the month).
- Council members receive access to review and judge Level 1 applications (no later than the third full week of the month).
- Council members judge Level 1 applications in accordance with the [Accredited Speaker Program Judge's Guide and Ballot](#) (judges have four weeks from the date they receive access to applications).

## April

- Council members submit results from Level 1 to World Headquarters and council chairs (no later than the last week of the month).

## May

- Council chairs review Level 1 judging results and submit the list of candidates who passed to World Headquarters (no later than first week of the month).
- World Headquarters verifies results provided by council chairs and reviews feedback from council members (no later than second week of the month).
- World Headquarters compiles feedback from council members for candidates and provides to council chairs.
- Council chairs work with World Headquarters to announce results and share feedback with candidates.

## June

- World Headquarters provides council chairs with a list of potential Level 2 council members, as approved by the First Vice President.
- World Headquarters sends council chairs a final list and number of candidates who have confirmed their Level 2 participation so that council chairs can determine the number of Level 2 council members needed.
- Council chairs select the required number of Level 2 council members from the approved list.

## July

- No later than the first week in July, council chairs send invitations to Level 2 council members, using messaging provided by World Headquarters.
- Throughout July, council chairs work to secure the required number of council members for Level 2.
- Council chairs share updates with World Headquarters regarding council members and ensure council members have all information needed for judging Level 2

## August

- Council chairs and council members attend the Toastmasters International Convention.
- Ahead of the Accredited Speaker Program, council chairs conduct a live judge's briefing for council members, using resources provided by World Headquarters.
- Council chairs and council members attend Level 2 of the Accredited Speaker Program at Convention.
- Council members serve as judges for the Accredited Speaker Program, using the [Accredited Speaker Program Judge's Guide and Ballot](#) to judge speeches.
- Council chairs serve as chief judges for the Accredited Speaker Program, which includes reviewing the scores provided by each judge, confirming the results for each contestant, and meeting with contestants to let them know if they received the designation.

## September

- Council chairs conduct a virtual Accredited Speaker orientation, using materials provided by World Headquarters.
- Council members from Level 1 or Level 2 assist with the orientation if requested to do so by council chairs.
- Council chairs and council members provide feedback on their experience to World Headquarters, via a survey.

## October and November

- Council chairs support new and existing Accredited Speakers by answering questions and referring them to World Headquarters when necessary.

## December

- Council chairs submit any notes or details that would be useful for incoming council chairs to World Headquarters.



### **Accredited Speaker Program Resources**

[Accredited Speaker Program Application](#)

[Accredited Speaker](#)

[Program Recommendation](#)

[Form](#)

[Accredited Speaker Program Judge's Guide and Ballot](#)



## Accredited Speaker Program Application

Applications for Level 1 must be received at World Headquarters in January. There will be no extensions granted past the due date of January 31 at 5 p.m. MT.

Applications may be submitted to [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org) or mailed to the following address:

Accredited Speaker Program  
Toastmasters International  
9127 S. Jamaica Street, Suite 400  
Englewood, CO 80112

### Applicant Information

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Name	Member Number	Club Number	District Number
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Address

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City	State/Province	Country	ZIP/Postal Code
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Phone number	Email address
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Employer's name

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Address

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City	State/Province	Country	ZIP/Postal Code
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If self-employed or owner of above firm, please check here

Educational and professional background:

Special awards, recognition you have received:

How has Toastmasters membership benefited you?

Why did you decide to pursue Accredited Speaker designation?

Please list the names of a newspaper, company publication or other particular media source you'd like press releases sent to in the event you become an Accredited Speaker. Include the name and email of a contact person.

## **Area of Expertise**

Please provide descriptions for the following:

Your area of expertise

The type of presentation(s) you give (e. g., workshop, seminar, keynote, etc.)

The audience to which you typically present (e. g., business, community, etc.)



## Video presentation

The video presentation you submit with your application must meet requirements outlined in the Eligibility section of the Accredited Speaker Program Handbook. **If slides were used during the video presentation, a copy of the slides must be provided with your application.**

## Submission

Complete the following information for your video presentation:

---

Date \_\_\_\_\_ Name of Client \_\_\_\_\_

---

Length of Presentation \_\_\_\_\_ Fee Received (if applicable) \_\_\_\_\_ Audience Size \_\_\_\_\_

**Who was the audience for this presentation?** \_\_\_\_\_

---

URL for Video Presentation \_\_\_\_\_

- This presentation includes sides (attached with my application).**
- This presentation does not include slides.**

## Professional website and social media profiles

If you have a professional website **and/or social media profiles**, you must submit it for review with this application. (Applicants cannot be denied from the program solely because they do not have a website.)

- I do not have a professional website.
- I have a professional website.  
Website URL: \_\_\_\_\_
- I have additional social media profiles dedicated to my speaking career. Social media links:**

## Recommendations

Five recommendations from five different clients must be submitted to World Headquarters (forms must be completed by clients from whom the applicant received payment). The official Accredited Speaker Program Recommendation Form must be used. Clients must submit directly to World Headquarters, as is explained on the form. An example of the form is included to the right.

*By accepting the Accredited Speaker designation, Accredited Speakers agree to be bound by the Accredited Speaker Brand Guidelines, as well as all other Toastmasters International Policy and Protocol.*

*Violation of the Accredited Speaker Brand Guidelines will be dealt with in accordance with Toastmasters International Policy and Protocol.*

The image shows a sample of the 'Accredited Speaker Program Recommendation Form'. At the top left is the Toastmasters International logo with 'AS' and 'ACCREDITED SPEAKER' below it. To the right of the logo is the title 'Accredited Speaker Program Recommendation Form'. Below the title is a line for the name of the Toastmasters member applying. The form contains several sections with text and lines for input: 'Please complete the following:' followed by lines for 'Your name', 'Name of company or event where presentation was given', 'Your role/title at company or event', and 'Date of presentation'. There are also questions: 'What type of presentation did the speaker give (e.g., keynote, workshop, seminar, etc.)?', 'What was the presentation topic?', and 'Did the presentation display the speaker's subject matter expertise?'.



## Accredited Speaker Program Recommendation Form

\_\_\_\_\_ is a Toastmasters member applying for the elite Accredited Speaker Program, which recognizes members who possess and regularly demonstrate professional-caliber speaking skills. You have been asked to complete this form for the applicant because recommendations are a requirement for eligibility.

Please complete the following:

\_\_\_\_\_  
Your name

\_\_\_\_\_  
Name of company or event where presentation was given

\_\_\_\_\_  
Your role/title at company or event

\_\_\_\_\_  
Date of presentation

What type of presentation did the speaker give (e.g., keynote, workshop, seminar, etc.)?

What was the presentation topic?

Did the presentation display the speaker's subject matter expertise?

What was the audience size (number of people)?

Did the presentation meet the expectations set by the speaker?

Yes

No

If no, please explain why:

How would you rate the overall quality of the speaker?

Very Low

Low

Average

High

Very High

What did you enjoy about the presentation?

What would have improved the speaker's presentation?

Was the speaker paid for this presentation?

Yes

No

Would you hire this presenter again?

Yes

No

If no, please explain why:

Thank you for completing this recommendation. Please submit this form to [accreditedspeaker@toastmasters.org](mailto:accreditedspeaker@toastmasters.org).



# Accredited Speaker Program Judge's Guide and Ballot

## Judging Criteria

Instructions to Judge: The accreditation is to be undertaken with the sole purpose of determining the skill and expertise of the speaker as a professional presenter. Toastmasters International considers the professional speaker as one who applies **their his or her** communication skills toward the various purposes of speaking: informing, motivating, inspiring, entertaining, and leading seminars and discussion groups.

**At Level 1, judges must view contestant videos privately. Judges should also keep in mind that each contestant is working with the audio and video equipment available to them. The quality of this equipment should not be counted against contestants in the judging of their speeches.**

## Content

Speech Development: Did the speaker put ideas together so the audience could understand them? Was the speech structured around a purpose or an idea, and did the structure include a clear opening, body, and conclusion? Were transitions effective? Did the speech immediately engage the audience's attention and then move forward toward a significant conclusion? Was the development supported by relevant examples, illustrations, stories, facts and figures, delivered with smoothness in a way that blended into the framework of the speech to present the audience with a unified whole?

**Personal or Audience Response:** **Was/Were your interest and** the audience's interest held by the speaker? Was excitement or agreement created? Was the subject appropriate for the intended audience? If humor was used, did the speaker incorporate appropriate humor during the presentation?

Speech Value: Did the speaker say something meaningful and original **to the audience**? The listeners should feel the speaker made a contribution to their thinking. The ideas should be important, although this does not mean they cannot be presented in a humorous manner. Was it an original thought? Was it logical?

## Delivery

Physical: Did the speaker's appearance reinforce the speech, whether inspirational, entertaining, or instructional? Did their body language support points through congruent gestures, expressions, staging, props and body positioning?

Voice: Was the voice flexible, moving from one pitch level to another for emphasis, and did it illustrate a variety of rate, volume and intonation? A good voice can be clearly heard and words easily understood.

Platform Style: Did the speaker speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions? If audio/visuals were used (props, slides, etc.) were they used with effectiveness and professionalism?

## Language

Appropriateness: This refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech. Did the language promote clear understanding of thoughts and precisely fit the occasion?

Correctness: Did the speaker make proper use of correct grammar, pronunciation and word selection?

	Criteria	Performance	Score
Content	Personal or Audience Response: Attentiveness; Interest; Excitement or Agreement Created; Reception of Humor	OUTSTANDING EXCELLENT GOOD FAIR POOR	17-20 1 3-16 9-12 5-8 1-4
	Speech Development: Structure; Organization; Supporting Materials	OUTSTANDING EXCELLENT GOOD FAIR POOR	9-10 7-8 5-6 3-4 1-2
	Speech Value: Ideas; Logic; Originality	OUTSTANDING EXCELLENT GOOD FAIR POOR	<del>9-10</del> <del>13-15</del> <del>7-8</del> 10-12 <del>5-6</del> 7-9 <del>3-4</del> 4-6 <del>4-2</del> 1-3
<b>Content Total (out of 40 45):</b>			
	Criteria	Performance	Score
Delivery	Physical: Appearance; Body Language	OUTSTANDING EXCELLENT GOOD FAIR POOR	<del>4</del> <del>3-15</del> 9-10 <del>4</del> <del>0-12</del> 7-8 <del>7-9</del> 5-6 <del>4-6</del> 3-4 <del>4-3</del> 1-2
	Voice: Flexibility; Volume; Rate; Inflection	OUTSTANDING EXCELLENT GOOD FAIR POOR	1 3-15 1 0-12 7-9 4-6 1-3
	Platform Style: Directness; Assurance; Enthusiasm; Effective Use of Visual Aids and Props	OUTSTANDING EXCELLENT GOOD FAIR POOR	9-10 7-8 5-6 3-4 1-2
	<b>Delivery Total (out of 40 35):</b>		
	Criteria	Performance	Score
Language	Appropriateness: Clear understanding of Purpose; Language is fitting the for occasion	OUTSTANDING EXCELLENT GOOD FAIR POOR	9-10 7-8 5-6 3-4 1-2
	Correctness: Grammar; Pronunciation; Word Selection	OUTSTANDING EXCELLENT GOOD FAIR POOR	9-10 7-8 5-6 3-4 1-2
<b>Language Total (out of 20):</b>			

**Speaker Name:**

Calculate your scores below.

	<b>Criteria</b>	<b>Total</b>	<b>Pass/Fail</b>
<b>Point Value</b>	Content (out of <del>40</del> 45)		80–100 PASS
	Delivery (out of <del>40</del> 35)		0–79 FAIL
	Language (out of 20)		
	<b>GRAND TOTAL (out of 100):</b>		

Only your comments below will be provided to the speaker. Scores will remain confidential.

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Comments:



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