



Great Speakers.
Timely Workshops.
Designed for Healthcare.

BUSINESS CHALLENGE

It's spring time and you are working hard on orchestrating all your monthly webinars, summer outings, and other yearly planned events. Just as you think you've got a grip on all the moving parts, your CEO approaches and casually asks who the keynote speaker for the annual company conference in the fall will be.

Blank Stare. Mouth Open. No Response. Has this ever happened to you?

You would love to have everything planned a year in advance, but with so many decision makers, opinions, and ideas, that's just not possible. Your date, location, budget, and topics are all still up in the air. Your date may affect which keynote speakers are available, and your budget will limit whom you can and can't afford to hire. You also need to determine the type of presentation you want, what it'll cover, and the time of day when it will take place. At best, you're scrambling at the last minute, trying to find a good speaker for your meeting at a decent rate.

But let's say you do have an answer for your CEO. You know the dates in fall, where the event will take place, and the main topic. At best, it's a partial answer. In the healthcare industry there are hundreds, if not thousands of speakers for you to choose from. How do you decide? What's your goal? And once you do choose, how do you manage that speaker and process?

HOW THIS AFFECTS YOU

Organizing events can be a disorienting task. Whether you do it as part of your everyday responsibilities or just help out when your events person needs an extra set of hands, when it comes to events the risk is high. But so is the reward.

53% of event professionals say that their attendees want greater interaction with speakers at their events.*

*Event MB, 216

WHAT IF YOU COULD...

- Organize your speaker choices based on your company's established event criteria?
- Clarify the intent of your keynote speaker, ensuring you get an expert on your topic?
- Get honest recommendations, references, and suggestions on speakers from healthcare professionals?



Solution

H Speakers, an initiative of Massachusetts Health & Hospital Association (MHA) Center for Education & Professional Development, is your answer. We'll find your organization the perfect speaker for your event or professional development workshop for your staff – with your criteria in mind.

So what is that criteria? A key aspect of getting the right and best speaker for your event is knowing what you're looking for. Easier said than done right? Not anymore.

Once you've determined the topics, you'll also need to determine the type of presentation you want and the time of day when it will take place. Some speakers are skilled at delivering workshops, while others excel at providing keynotes. After-dinner speakers should incorporate humor into their talks, where morning speakers should be energizing. You should clarify why you want to hire a keynote speaker. Is it to educate your healthcare staff on new legislation? How about to motivate them to be more efficient, initiate a change effort, or to simply entertain them as a break from the stress?

H Speakers is a bureau that works for you. We can talk with you to help you figure out the answers to these questions. We can locate any keynote speaker for you whether you see them on our roster or not through the extensive MHA network. We have helped your colleagues through the process of choosing just the right keynote speaker for their event and we are happy to help you plan a successful program, too.

What You Gain

With H Speakers, you'll be in good hands...You'll receive:

- Recommended expert healthcare speakers within 24 hours of the initial discussion.
- Ideal programs that can be brought to your staff at your designated location.
- Centralized MHA resources.
- Dedicated client services from H Speakers.



Drawing from a selection of top speakers with deep expertise on critical topics in healthcare today, H Speakers can make it easy for organizations to find their next speakers for any board retreat, leadership program, conference, or workshop.

H Speakers expert presenters can teach or facilitate sessions at a specified destination, whether on-site or at a conference or retreat location. Organizations looking for space to hold an event can also contact H Speakers about the state-of-the-art MHA conference center located at its headquarters in Burlington, MA, just 20 minutes outside of Boston.

As healthcare in the United States continues its rapid transformation, one key to success will involve developing the strongest leaders and workforce. H Speakers can bring vital expertise directly to organizations, providing the best information and training possible at a fraction of the cost of sending individuals out to programs.