

SPEAKER SELECTION POLICY

Purpose

The purpose of this policy is to establish clear and consistent guidelines for speaker selection for CCI North Alberta's (CCINA) educational programming. This ensures a high standard of content delivery, promotes diverse perspectives, and supports the Canadian Condominium Institute's (CCI) mission to educate, support, and advocate for condominium communities.

Scope

This policy applies to all individuals or organizations being considered as speakers or panelists for CCINA events, including webinars, seminars, courses, and conferences.

Acknowledgment

CCINA recognizes and relies on the valuable contributions of volunteers. For the purposes of this policy, "Knowledge Contributor" refers to individuals who volunteer as speakers, presenters, or panelists for CCINA educational programming. This policy defines the criteria and process for their selection, ensuring alignment with CCI's mission and educational standards. Contributors can also expect professional recognition, visibility, and opportunities for engagement.

References

The full details of roles, expectations, and recognition are outlined in the *Knowledge Contributor Volunteer Position Description* and confirmed through the *Knowledge Contributor Volunteer Agreement Letter*. The following documents also provide the specific deliverables, timelines, and preparation requirements expected of contributors.

- *Speaker Selection Procedures*
- *Knowledge Contributor Volunteer Position Description & Agreement Letter*
- *Education Proposal Submission Guide*
- *Education Committee Terms of Reference*

Speaker Rotation & Frequency

Speaker selection will take into account diversity of perspectives, lived experience, and representation across member types, professions, and community demographics.

To support these goals, CCINA will:

- Make intentional efforts to rotate speakers across events and programming cycles to promote broad participation and ensure that no individual or organization dominates educational offerings, supporting a variety of voices across the year.
- Avoid over-reliance on a small group of contributors by aiming to limit speaking invitations to a reasonable number per year. As a guideline, contributors may be invited to approximately three to four major speaking engagements annually, unless otherwise appropriate or necessary based on emerging needs or topic expertise.

Recognition & Benefits

CCINA values the contributions of its speakers and Knowledge Contributors. In recognition of the time and expertise shared, contributors receive:

- **Visibility** as trusted experts through event promotion, post-event materials, and CCINA's website, social media, and publications.
- **Networking opportunities** with industry peers, professionals, and members of the condominium community.
- **Professional recognition** during events and in CCINA communications.
- **Community impact**, by contributing directly to the education and growth of condominium boards, managers, and owners across Northern Alberta.

Conflicts of Interest, Ethics & Inclusion

- Speakers must disclose any potential conflicts of interest. A conflict of interest occurs when a speaker's professional or financial interests could reasonably be perceived as influencing the objectivity of their presentation.
- CCINA educational events must remain non-commercial in nature. Speakers may not use the platform to directly promote products or services.
- Speakers are expected to ensure that their content and delivery are accessible, inclusive, and reflective of diverse perspectives within the condominium community.
- Participation as a speaker implies consent to any recording, photography, or distribution of session content for educational, archival, and promotional purposes by CCINA. Speakers may opt out of recording and/or resource sharing by providing advance written notice to staff.
- Speakers retain ownership of their original presentation materials but grant CCINA a non-exclusive license to share slides and resources with event attendees.

Speaker Selection Criteria

Speakers will be selected based on a combination of the following weighted criteria:

1. Industry Expertise and Reputation

- Demonstrated subject matter expertise relevant to the topic.
- Strong professional reputation and credentials within the condominium sector (including condominium management) or within related legal, engineering, or other relevant professional fields.
- Experience in public speaking, teaching, or presenting.

2. CCI Membership

- Preference is given to current members of CCI, particularly those active within the North Alberta Chapter.
- Membership demonstrates a commitment to CCI values and ongoing engagement with the condominium community.

3. Sponsorship of CCI/CCINA

- Recognition of support from sponsors of either CCI or CCINA.
- While sponsorship alone does not guarantee selection, it reflects alignment with CCI's mission and is considered in context with other criteria.

4. Volunteer Involvement with CCI

- Active participation in CCI committees, the Board of Directors, event planning, or other volunteer roles.
- Contributions of time, knowledge, or support to the ongoing development of CCI programming.

5. Past Educational Contributions

Speakers with previous contributions will be evaluated on:

- **Audience feedback** from post-event surveys and reviews.
- **Timeliness and quality of deliverables**, such as slide decks and supporting materials.
- **Collaboration and teamwork** with other speakers, volunteers, and CCI staff.
- **Willingness to mentor or support** less experienced presenters *(if applicable)*.

6. Commitments for Continued Involvement

To be eligible for ongoing speaking opportunities, contributors are expected to review and agree to the terms outlined in the *CCINA Knowledge Contributor Volunteer Agreement Letter* prior to their participation. This agreement confirms their commitment to CCI's values, expectations, and standards for collaboration, preparation, and delivery.

These commitments and expectations include:

- Participate in preparation activities (e.g., planning calls, dry runs, tech checks) and submit required materials (slides, bios, resources) by deadlines.
- Deliver content professionally, inclusively, and in alignment with CCI's mission and content standards.
- Engage constructively with attendees during sessions and in follow-up (e.g., responding to questions, providing resources).
- Provide feedback to CCINA after events to support continuous improvement.
- Represent CCI and CCINA with professionalism and respect toward peers, staff, and community members.

Policy Review

This policy will be reviewed annually by the CCINA Education Committee and updated as needed to reflect changes in programming, strategic direction, or member feedback.