



**SPEAKER HANDBOOK: YOUR
ESSENTIAL GUIDE TO
PRESENTING AT THE
NATIONAL TUTORS'
CONFERENCE**

**THE TUTORS'
ASSOCIATION**

THE NATIONAL TUTORS' CONFERENCE

Hello, I'm Sam and I'm the Events Manager at The Tutors' Association. We're a non-profit democratically run professional body for tutors, tuition companies and partners in the UK and around the world.

Thank you for considering becoming a speaker at the National Tutors' Conference. We welcome applications from individuals who have something valuable and interesting to share with our diverse membership, which includes tutors and tuition businesses across a wide range of subjects and levels.



Sam Nichols - Events



Testimonial

I really enjoyed Matthew's session and his delivery and examples meant it was applicable to a range of tutors and companies. Took a lot away from this. Great energy and wonderful advice freely shared.



Testimonial

It was interesting to compare my very limited experience of home education with Sarah's. Sarah offered some very useful advice to tutors considering offering that service, which covers a wide range of student abilities and challenges. Excellent session.



CORE REQUIREMENTS

At TTA, our goal is to deliver enriching and informative sessions to our members. This means that speaker presentations must offer tangible value, insights, or actionable strategies that resonate with our attendees. Whether it's sharing innovative teaching methodologies, discussing emerging trends in the education sector, or addressing pertinent challenges faced by tutors and/or tuition businesses, our speakers are expected to provide content that inspires, educates, and empowers our community.

Our events cater to a wide spectrum of professionals within the tutoring industry, encompassing both individual tutors and tuition business owners or managers. By recognising these distinct sub-categories, we ensure that our speaker presentations address the unique needs, challenges, and interests of both professional tutors and tuition business stakeholders, ensuring that our events are inclusive and relevant for attendees.

PROFESSIONAL TUTORS

Professional tutors comprise educators who operate independently or as freelancers, offering their services directly to students across various subjects and academic levels.

[Apply Now!](#)

TUITION BUSINESSES

Tuition business owners or managers oversee tutoring companies, educational agencies, or learning centres, which may employ multiple tutors and provide comprehensive tutoring/education services to a broader client base.

[Apply Now!](#)

In certain cases, a presentation may offer insights or strategies that are relevant to both individual tutors and tuition companies. This is acceptable and will be accommodated as long as the content remains beneficial to both segments of our audience.

INSTRUCTIONS FOR SUBMITTING SPEAKER APPLICATIONS

To apply to speak at a TTA event, please complete the online application form available on our website. Applications are open from Monday 26th February to Sunday 28th April 2024.

ELIGIBILITY AND EXPERIENCE

WHO CAN APPLY?

Anyone is welcome to apply to be a speaker, including tuition companies or partners/suppliers, provided that their proposed talk offers genuine value and insight to our diverse audience of tutors and tuition businesses.

DO I NEED TO HAVE EXPERIENCE AS A SPEAKER?

Prior public speaking experience is not a prerequisite for applying to speak at TTA events. We encourage individuals from all backgrounds to share their knowledge and expertise, regardless of how much speaking experience they have.

WILL THERE BE ANY ADDITIONAL SUPPORT/GUIDANCE?

At TTA, we are committed to supporting and guiding our speakers throughout the process. Whether you're a seasoned presenter or new to public speaking, our team is here to offer assistance and ensure your talk is successful and impactful.



GENERAL ADVICE AND GUIDANCE FOR SPEAKERS

FOCUS ON YOUR PASSION

Select a topic that you are passionate and knowledgeable about. A genuine interest in your subject matter will make your talk more engaging and compelling for the audience.

AUDIENCE CONSIDERATION

Keep your audience in mind when planning your talk. Tailor your content to be relevant and valuable to the diverse group of tutors or tuition businesses attending the event.

BALANCE AND RELEVANCE

Aim for a balance between broad appeal and relevance to your target audience. While it's essential to address a specific topic or niche, ensure that your talk remains accessible and applicable to a wider audience.

ENGAGEMENT AND INTERACTION

Strive to engage your audience throughout your presentation. Encourage interaction through questions, polls, or interactive activities to enhance participation and interest.

PREPARATION AND DELIVERY

Prepare thoroughly for your talk, but avoid over-reliance on scripts or slides. Speak naturally and confidently, maintaining eye contact with your audience to establish a connection and convey your message effectively.



BENEFITS OF SPEAKING AT TTA EVENTS

ENHANCED VISIBILITY

Speaking at TTA events provides a platform to showcase your expertise and knowledge to a wide audience of passionate educators within the tuition sector and beyond. By sharing valuable insights and perspectives, you can establish yourself as a thought leader in the industry and increase your visibility within the sector.

NETWORKING OPPORTUNITIES

As a speaker, you'll have the chance to connect with fellow professionals, delegates, and industry experts attending the event. Networking with like-minded individuals can lead to valuable collaborations, partnerships, and new opportunities for career advancement or business growth.

CAREER DEVELOPMENT

Speaking at TTA events can positively impact your career and professional development. It demonstrates your ability to communicate effectively, present ideas persuasively, and engage with diverse audiences. This experience can open doors to new opportunities and enhance your credibility within the industry.

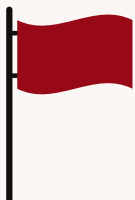
PROFESSIONAL PROFILE

Being a speaker at TTA events elevates your professional profile and distinguishes you as an authority in your field. It can attract attention from potential clients, employers, or collaborators who value your expertise and insights. Additionally, speaking engagements provide valuable content for your online presence, such as blog posts, articles, or social media updates, further strengthening your professional brand.



RED FLAGS

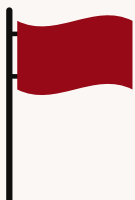
By avoiding these red flags, speakers can ensure that their presentations are well-received and contribute positively to the overall conference experience.



1. Avoid using overly technical or jargon-heavy language that might alienate attendees who aren't familiar with the subject matter.
2. Ensure that your talk is balanced and fair; refrain from promoting controversial or divisive opinions that could lead to discomfort or conflict among attendees.
3. Ensure that your talk has a clear structure and delivers on the promised topic to prevent confusion or disappointment among the audience.
4. Do not include content that violates ethical guidelines or industry standards, such as promoting unethical practices or engaging in discriminatory behaviour.
5. Avoid relying heavily on self-promotion or personal anecdotes without providing substantial value or actionable insights for the audience.

SELF-PROMOTION

For partners or businesses applying to speak at TTA events, it's essential to ensure that the proposed talk is informative, engaging, and primarily focused on delivering value to our diverse audience of tutors and tuition businesses. While applicants are encouraged to share insights from their professional background or the products/services they offer, it's crucial to refrain from delivering overtly promotional or sales-oriented presentations. Instead, speakers should aim to provide educational content, actionable strategies, or thought-provoking insights that contribute positively to the professional development and knowledge base of our attendees. Additionally, to maintain objectivity and ensure the talk's balance, speakers should reference a variety of relevant companies or industry players rather than solely focusing on their own organisation.



APPLICATION CHECKLIST

Use this checklist to ensure you have everything you need to hand when you apply to speak at the National Tutors' Conference:

- Choose your proposed session wisely. Ensure the name is appealing and relevant for delegates and that you have considered who your audience is.
- Write a 50-word bio about yourself (in third person) to be shared on our webpage and across social media if your application is successful.
- Let us know about your previous speaker experience. Remember, it's absolutely fine if you do not have any prior relevant experience.
- Let us know the details of what you intend to cover in your session. This does not need to be a script but it must convey to us what will be discussed.
- Craft a captivating 50-word summary of your talk for potential social media fame if you become a finalist!
- A clear, professional headshot of yourself (upper body) to attach to your application. Tuition Businesses and Tuition Partners can also attach their hi-res logo on a clear background.





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Get in Touch

events@TheTutorsAssociation.org.uk