



Center for Antiracism Research for Health Equity

Guide to Academic Speaking Engagements

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Agenda

- Academic expertise
- Speaking Engagement Basics
- Financial compensation
- Red Flags
- Universal Design
- Miscellaneous paperwork



**You
DESERVE
this!!**



Paid Academic Speaking Engagements

- Definition:
 - You receive a formal written invitation
 - You share your expertise with an audience
 - You receive *compensation!*



Media Outreach vs Speaking Engagements

- Talking to journalists ≠ a formal speaking engagement
 - OK: Saying "no" (always ok!)
 - OK: Limiting interview time (typically 10-30 min)
 - **NOT OK:** Asking journalists for compensation



Types of Paid Speaking Engagements

- Types of engagement:
 - Pre-recorded panel
 - Pre-recorded presentation
 - Live panel discussion
 - Live presentation
 - Live presentation + Q&A
 - Live keynote address



Types of Paid Speaking Audiences

- Types of audience:
 - Political: Policy makers
 - Community: Special interest
 - Academic: Undergraduate
 - Academic: Graduate
 - Academic: Post-graduate
 - Industry: Corporations



Financial Negotiation

- Negotiating for an honorarium can be stressful, but you are an *expert*, so *get paid!*
- Keep negotiations short & to-the-point
- Always useful phrase:
 - "My base fee for this type of engagement is \$[your fee]."



Special Requests, Special Fees

- Sometimes you'll get special requests, including:
 - Short turn-around (<14 days)
 - New/customized presentations
 - Planning/consult meetings
- You can always say "no" to special requests!



Get it in Writing!!

- Speaker's contracts should include the following:
 - The date, time, & timezone of the engagement
 - The *total* time commitment
 - Your speaker's honorarium
 - How & when you will be paid



Exceptions to Normal Pay

- Certain events/orgs have non-negotiable honorariums:
 - Grand Rounds (typically set at \$250-\$500)
 - Events hosted by Federal Funders like NIH (\$0)
 - Expert testimony for policy makers and government (\$0)



Volunteer Outreach

- Volunteer engagements that are *fully unpaid*:
 - Grade school students (high schoolers and younger)
 - Guest lectures within your own academic institution
 - Informational sessions with local community advocates



RED FLAGS to Avoid

- In long speaker's contracts, watch out for:
 - Intellectual property clauses
 - Recording/media usage
 - Surprise special services



RED FLAGS to Avoid

- *Trust your gut* if you experience any form of:
 - Rudeness
 - Undermining
 - Discrimination
 - Gaslighting
- *No speaking engagement is worth mistreatment!*





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Universal Design

- Mental health considerations:
 - Do you include a trauma-informed content warning?
 - Do you discuss your positionality?
 - Do you include an Indigenous Land Acknowledgement?



Universal Design

- Sensory disability:
 - Are your figures colorblind friendly?
 - Do you have a script/an ASL translator?
 - Do you verbally describe figures/images?



Universal Design

- Linguistic accessibility:
 - Do you use simple language?
 - Do you define academic terms?
 - Does your audience need a translator to fully engage?



Miscellaneous Paperwork

- Learning objectives
- Ethical disclosures
- Filling out W-9s
- Credit freezes & online hygiene
- Submitting invoices
- Tracking engagements/ staying organized



Maintaining Relationships

- Polite refusals
- Asking for more money on an established event
- Referring colleagues as alternative speakers



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CARHE's Core Team #SQUAD

