



IMarEST Recognised Speaker

Introduction

All corporate members of the IMarEST are expected to undertake Continuing Professional Development (CPD) as required by the Institute's Code of Conduct. In addition, Engineering Council and Science Council registrants are required to demonstrate evidence of CPD activities to revalidate their registered status.

In order to support the CPD of its members, the Institute undertakes assessment of CPD training courses, events, conferences and other activities in order to help members identify appropriate CPD activities and to provide assurance of the standards and quality processes of each of those CPD recognised activity.

As well as running a CPD recognition scheme for training courses, lectures and events the IMarEST runs an individual scheme under which exceptional speakers can use the designation of "IMarEST Recognised Speaker". IMarEST recognition for speakers considers both their knowledge of the subject matter and their expertise at speaking in front of an audience. Although assessment is based on one particular lecture it is expected that the applicant should be an experienced speaker, having given many talks to different audiences. As part of the assessment process an applicant may be required to provide evidence of this experience if it is felt necessary in order to support their application.

Criteria for becoming a recognised speaker

Individuals wishing to become a recognised speaker must be an IMarEST Member with Registration or Fellow and should follow **one of the following routes**:

1. If speaking at an IMarEST conference please ask the conference chair to complete the assessment form and return to a member IMarEST Executive if one is in attendance or by email to membership@imarest.org. The assessment form should be returned with either a PowerPoint of the presentation, or preferentially a video recording.
2. If speaking at an IMarEST branch or giving an IMarEST prestige lecture please ask a branch official to complete the assessment form and send to membership@imarest.org. The assessment form should be returned with either a PowerPoint of the presentation, or preferentially a video recording.
3. Provide a video recording of a talk given at any event plus supplementary details including: Date of lecture, occasion at which lecture given, size and composition of the audience (i.e. students, professionals etc.) to technical@imarest.org. The IMarEST T&P team will then conduct the reviews with the support of members of the Technical Leadership Board and Special Interest Groups.

Assessment (See Annex A)

The assessment is based on:

- Content of the lecture/talk - The most important part of the lecture is **not** the speaking style or the charisma of the speaker, it's the content of what is said. The most important part of the speaker assessment is therefore content of the lecture.
- Organisation of the lecture - In order to make the content of a lecture clear and easy to digest, it needs to be organised well and easy to listen to, avoiding jumping around or moving from point to point.
- Style and tone of the lecture - If the content of the speech refers to what is spoken, the style refers to how it is spoken. A good speech should match the style to the content. A tone might be light, or serious, or playful, and there's no right or wrong tone for any content. However, the tone needs to be match the speech itself and the occasion.
- An overall recommendation and any feedback.

The assessor should review the lecture with a general sense of whether awarding the CPD recognition for the speaker is both useful and relevant for the speaker and also for future audiences that may attend a lecture given by that speaker and that the lecture which they are assessing demonstrates appropriate evidence for each of the specific assessment requirements.

Those completing the assessment should provide the documented evidence to the IMarEST Professional Development team who will check all evidence and confirm whether recognition should be granted or, if not, what steps the speaker should take in order to achieve recognition.

As a general rule, recognition will not be granted if an assessment score is less than 3 in any category or if an overall score of less than 35 is recorded.

The Professional Affairs & Education Committee (PAEC) will be provided a summary of the recognitions and assessment documents on a periodic basis to ensure that the processes underpinning the activity are robust and that continuous improvement of the activity and a suitable quality assurance system exists.

Appeals

Where an assessment results in recognition not being awarded the IMarEST PD team will provide a clear explanation and will work with the applicant to review their submission and to provide feedback on what is required to reapply.

If necessary, the assessment will be moderated and re-assessed by a senior member of the IMarEST Professional Affairs and Education Committee.

The full process is provided in Annex B

Annex A - Assessment Form for IMarEST Recognised Speaker Application

Name of Applicant	
Occasion at which example lecture provided e.g branch lecture, conference (including name), video submission	
Date of Assessment	

Name of Reviewer	
IMarEST Membership No.	
Position (i.e Branch Chair, Conference Chair)	
Level of Membership (and Registration)	

Assessment of Lecture	Please rate on a scale of 1 to 5 with 1 being unsatisfactory and 5 being exceptional				
Content of the lecture/talk					
How clear was the overall message of the lecture?	1	2	3	4	5
How clear and well-articulated was the technical content?	1	2	3	4	5
How well supported was the argument with technical	1	2	3	4	5

fact and evidence and examples?					
How suitable was the content for the audience?	1	2	3	4	5
How well did the speaker answer questions (i.e. did they answer confidentially and appropriately)	1	2	3	4	5
How good were the visual aids used?	1	2	3	4	5
Organisation of the lecture					
How well structured was the supporting argument?					
How easy was the lecture to follow?					
How well did points flow? Were they logical from one to the next?					
How was the timing of the speech? Did the speaker speak within the allocated time?					
Style and tone of the lecture					
How would you rate speaker for the overall appropriateness of the delivery related to the audience?					

Do you believe the speaker meets the requirement for awarding CPD recognition?	Yes / No
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If 'no' please state the reasons

Please note additional comments, and areas of good practice identified

Assessor name: _____

Assessor signature: _____

Date: _____

Appendix B – Process for becoming an IMarEST Recognised Speaker

