

## HOW TO: Choose an Event Spokesperson

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One of the most important decisions you'll make when planning for media outreach is who your tournament spokesperson will be. He or she is the public representative of your event, so you want to make sure your committee chooses the best one possible.

When selecting a spokesperson, the person you may feel is the obvious choice may not always be the best choice. A spokesperson needs to be able to speak clearly and directly and be comfortable on camera. If someone is uncomfortable with being on television, it will show in their interview. Look for a person with experience in sales or even elementary or secondary education. And most importantly, look for someone who has passion and excitement for the game; that alone will help convey your message to the public in a positive and memorable way.

When communicating with those outside of the bridge-playing community, it is crucial to keep any discussion related to the game as simple as possible. Your spokesperson should be familiar with the game and the steps to play but does not necessarily need to be an expert or even a bridge teacher. Consider a person who can communicate the complexities of a game in a succinct and "layman's terms" manner and provide the audience with any additional information needed.

