

SPEAKER VETTING · CONTRACT ADDENDUM · SIGNATURE BLOCK

The *AI Disclosure* Standard for Keynote Speakers.

Five plain-English questions every meeting planner should ask a speaker who uses AI — plus a contract addendum you can copy tonight.

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WHY THIS EXISTS

When a keynote goes sideways, the association — not the speaker — ends up in the news story. Disclosure is now a planner problem.

WHY THIS STANDARD EXISTS

The association is the one holding *the bag*.

Not the speaker. Not the bureau. Not the agent who invoiced three months ago. When a keynote falls flat, a quote turns out to be fabricated, or a story from stage shows up on someone else's blog three days later — the person answering the board is the meeting planner.

Here's what changed in 2026. AI didn't just make more content. It made content that *sounds* right and *isn't*. Fabricated Harvard studies. Composite quotes attributed to real people. Slides with AI-generated images of executives who never gave consent. Every one of those has landed in a news cycle this year. Every one of those started with a speaker who used AI without saying so.

The disclosure question has quietly become a **meeting-planner ethics question** — not a speaker ethics question. Most speaker contracts don't ask it. Most planner intake forms don't ask it. Most speakers won't volunteer it. That leaves the association standing in the room when the correction cycle arrives.

This standard is the fix. Five questions any planner can ask a speaker in a two-minute phone call. A one-page addendum ready to paste into a standard speaking contract tonight. Signature lines at the back. Plain English. No lawyers required to read it, and enough teeth that general counsel will nod when they do.

Use it. Adapt it. Send it. It exists to be shared.

“The disclosure question has quietly become a meeting-planner ethics question — not a speaker ethics question.”

— THE CORE ARGUMENT, IN ONE SENTENCE

THE FIVE QUESTIONS TO ASK BEFORE YOU SIGN

Two minutes on the phone. *A lot of protection.*

01

RESEARCH USE

Did you use AI to *research* this talk?

Yes is a fine answer. So is no. What matters is that the answer exists in writing before the contract goes out.

WHY IT MATTERS

Research use is the lowest-stakes AI use. Getting a yes here loosens the conversation for questions 2–5. A speaker who won't answer this straight is telling you something before they get to the podium.

02

DRAFTING

Did you use AI to *draft or edit* the script?

Different question than research. A speaker who used ChatGPT to polish transitions is doing something different than a speaker who typed “write me a keynote on leadership” and read the output.

WHY IT MATTERS

The distinction matters to your board, your members, and — increasingly — your legal counsel. Written answers protect you if the speaker's content later becomes a problem.

03

VISUAL ASSETS

Did you use AI to *generate* slides, images, or video?

This is the one most speakers forget. An AI-generated stock photo is one thing. An AI-generated image of a real person is a very different thing — and in a growing number of states, a **legal** thing.

**WHY
IT
MATTERS**

State laws on synthetic media are moving fast. If a speaker uses an AI image of a public figure in their deck without disclosure, the liability for the event may attach to your association — not the speaker.

04

FACTS & QUOTES

Are any *quotes, statistics, or case studies* AI-generated?

Fabricated quotes are the fastest way for an association to end up in a news story it doesn't want to be in. Ask the question. Get the answer in writing.

**WHY
IT
MATTERS**

AI tools invent citations that sound real. If your keynoter cites a nonexistent Harvard study from stage, the correction cycle comes back to your event. This is the question that protects the association's credibility, not just the speaker's.

05

AUDIENCE

Will you *disclose* AI use to the audience if asked?

This is the one that separates the professionals from the people who are about to embarrass you.

**WHY
IT
MATTERS**

A speaker who won't commit to a straight yes here is a speaker who is planning to hedge in the room. That hedge lands on your association, not on them. If you get anything other than "yes, of course," keep interviewing.

SPEAKER AGREEMENT • SECTION 12(A)

Paste this into your *standard contract*.

Copy the block below directly into your standard speaker agreement, or send it as a one-page addendum with the countersigned contract. Signature block on the following page.

AI Use Disclosure Addendum

This Addendum is incorporated by reference into the Speaker Agreement between [Association Name] ("Association") and [Speaker Name] ("Speaker") dated [Date]. By signing below, Speaker represents and warrants the following as of the date of the engagement.

1 RESEARCH USE

Speaker has ☐ used / ☐ not used artificial-intelligence tools to research the content of the presentation. If used, Speaker will provide, on request, a general description of the tools used.

2 DRAFTING & EDITING

Speaker has ☐ used / ☐ not used AI tools to draft or edit the script, speaker notes, or spoken content of the presentation.

3 VISUAL ASSETS

Speaker has ☐ used / ☐ not used AI tools to generate slides, images, video, audio, or other visual or auditory assets included in the presentation. Speaker warrants that no AI-generated likeness of any identifiable real person appears in the presentation without that person's documented consent.

4 QUOTES, STATISTICS & CASE STUDIES

Speaker warrants that all quotations, statistics, case studies, and citations in the presentation have been verified by Speaker against a credible source, and that no fabricated or AI-hallucinated content is presented as fact.

5 AUDIENCE DISCLOSURE

Speaker agrees to disclose any material AI-assisted content honestly if asked by an attendee, member of the press, or Association representative before, during, or after the presentation.

6 INDEMNIFICATION

Speaker agrees to indemnify and hold Association harmless from any claim arising from a breach of representations 1–5, including reasonable costs of correction, retraction, or legal response.

EXECUTION

By signing below, the parties *agree*.

Both signatures required. Retain one copy for the association's records.

SPEAKER SIGNATURE

Printed name & title

DATE

ASSOCIATION REPRESENTATIVE

Printed name & title

DATE

A NOTE ON USE

This standard is a starting point, not a substitute for counsel.

Review the addendum with your general counsel before adopting it into an active contract. Every association's legal posture is different. The clauses in this document are drafted in plain English and are meant to be edited, expanded, or tightened to fit an organization's existing speaker agreement.