

# Ashley Schreder

## SPEAKER LIAISON

Ashley Schreder is Speaker Liaison at Gail Davis & Associates. In her day to day role, she is the heartbeat of the speaker database. Keeping the lines of communication with speakers and speaker's offices open, she keeps the entire team up to date on the latest developments, fees, speaking topics, and book releases. She is also responsible for learning about new speakers and researching client requested speakers for upcoming events.

One of the most vital parts of Ashley's job is to capture and track speaker feedback. Ashley is the information hub for all GDA client event evaluations and ensures that the information is readily available for future clients to effectively evaluate a speaker.

In addition to speaker liaison, Ashley is the voice of GDA's social media, including [facebook.com/GDAspeakers](https://facebook.com/GDAspeakers), where she gives almost daily updates and tips on how speakers perform at events and what to look for in the speaking industry. She also manages the technology side of the office, ensuring everything from the website to the printers is working smoothly.

To say that Ashley was born into this business, might be a stretch, but her mom was Gail's first employee! She has always enjoyed the energy of the office and loves seeing the team achieve their goals. When she's not working away, Ashley is spending time with her family and friends ... and her mutt, Bailey.