



# Presentation Guidelines

## Guideline for Introductions – 35 seconds

State your name, the name of your business and a brief description of what you do.

## Guidelines for Guest Speakers—Beginning at 12:30 sharp—25 minutes

Includes introduction and 5 minutes of questions and answers afterwards.

1. Should NOT be a sales pitch
2. Be of general interest to the group
3. Offer current, useful information that can help members in their business and/or their personal lives
4. Be professional
5. It is recommended the speaker bring handouts, brochures and/or business cards.

**About Guest Speakers:** All members are welcome to suggest speakers to the Vice President in Charge of Programs for consideration. Programs are selected on the basis of interest to people in business, and preference is given to high impact subjects and the originality of the approach. The Vice President will then determine the speaker line-up. Presenters will be introduced and promoted in a way that acknowledges their company and their qualifications. They are discouraged from making a sales pitch for their business or organization. They may, however, cite their own case studies and original research as part of their presentation.

## Guidelines for Member Speaker Press Conference

The purpose of the Press Conference is to get to know our members and what we do better. Therefore, self-promotion is acceptable. The Press Conferences take place twice a month, on the first Wednesday and after the monthly business meeting on the third Wednesday. A member will be chosen from volunteers who have not spoken to the group for at least 3 months. Occasionally a member speaker who wishes to present a prepared talk will be scheduled on one of these dates.

For the Press Conference the member who is selected is asked to:

1. Give us some information about themselves— preferably something we don't know about them and a business tip.
2. The member is then asked questions by the other attendees, press conference style.

No member may do a Presentation more than once in three months.

## Guidelines for Announcements, Thank yous, and Kudos

Announcements will be heard at the end of each meeting. They might include:

1. NWABC business such as: "dues are due," "proof read your profile online," etc.
2. It should be of interest to the group.
3. An announcement may be about a special opportunity — not to just promote a member's business.
4. An announcement may be about workshops, training sessions, other networking groups, i.e. something special.
5. Someone is ill or has had a death in the family.
6. A special need.

Brochures or flyers publicizing special events or special offers can be made available on the table at the back of the room at meetings. They can also be sent to the group via the (members only) email list at: [allmembers@nwabc.net](mailto:allmembers@nwabc.net).