



# SMALL BUSINESS ROUNDTABLE

The Chamber's monthly **Small Business Roundtable** offers an important educational opportunity to Chamber members. These events are free to members with a nominal registration fee for prospective members. The topic of discussion and speaker changes monthly, allowing attendees to learn how to enhance their business and increase their success in different ways each month.

## BENEFITS OF PRESENTING

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There are many reasons to become a speaker, including exposure for you and your business. You will be showcasing yourself and your business as a thought leader/content expert. You and your business will be featured on the Chamber's website, and our weekly newsletter.

## SUBMISSION TO BE A SPEAKER

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If you are interested in becoming a speaker at one of our Small Business Roundtables, please submit a proposed topic with a **one paragraph summary description** to [cfagerstrom@arlingtonchamber.org](mailto:cfagerstrom@arlingtonchamber.org).

The Chamber will then review your submission and accept the topic or make a suggestion that might be a better fit for the Chamber audience. Once the topic has been approved, we will schedule you for the next available month within the next calendar year or put you on a waitlist. Throughout the year if there are cancellations the Chamber will contact the next person on the waitlist. **Please note:** You will be **tentatively booked** until the title and description are submitted/approved.

## TOPIC SUBMISSION

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Choosing a great topic is one of the most important parts of drawing a large and interested audience. It should be something that you are knowledgeable about. This should **NOT** be a direct pitch for your business; speaking at this event will provide your business with plenty of promotion. Topics should be pertinent to and geared towards the business community. Reminder that the more intriguing the topic, the more draw it will have.

Here are three great examples of topics that we have had in the past:

- Leading for the Future
- Today's Cloud: Why You Need It, and How to Get There
- Digital Marketing Best Practices



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If you need help selecting a topic or writing a summary, check out some of the past topics by looking through the past events on our website, or contact Caley Fagerstrom at [cfagerstrom@arlingtonchamber.org](mailto:cfagerstrom@arlingtonchamber.org).

## PREPARATION BEFORE THE EVENT

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- You will receive a confirmation email one month prior to your presentation with a link to your event page. **Share this with your network and on social media.** This is a great way to get extra coverage and increase registration numbers.
- You will have the optional opportunity to submit a blog post to help promote your topic and presentation three to four weeks prior.
- **Submit any visual aids one week in advance so we can review.**
- Zoom allows for visual aids such as a PowerPoint or video.

## PRESENTATION DAY

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- Presentations typically take place on the fourth Wednesday of the month from 11:45 a.m. to 1:00 p.m. on the Zoom Platform.
- **Please log in at 11:45 a.m. so there is time to prepare and set up.**
- The first 15 minutes typically are spent introducing everyone in the room and then yourself. The rest of the hour will be spent on your presentation and some questions at the end.

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Thank you for your interest in the Small Business Roundtable. If you would like to become a speaker or have any questions, please contact Caley Fagerstrom at [cfagerstrom@arlingtonchamber.org](mailto:cfagerstrom@arlingtonchamber.org).