

SMALL BUSINESS ROUNDTABLE GUIDELINES



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

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, weekly newsletter, and be featured in *The Arlingtonian* newsletter.

SUBMISSION TO BE A SPEAKER

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 knord@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 not be booked until after the proposed topic and summary are reviewed and approved by the Chamber staff.

TOPIC SUBMISSION

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:

- Create a Business Video for Under \$100
- Today's Cloud: Why You Need It, and How to Get There
- How to Create Powerful Calls to Action

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 knord@arlingtonchamber.org.

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PREPARATION BEFORE THE EVENT

- 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.
- **Submit any visual aids one week in advance so we can review it and have it ready to go when you arrive on the day of.**
- There is a screen available for visual aids such as a PowerPoint or video. The Chamber will provide attendees with a notepad and pen, but feel free to bring in any other items or props that you desire.

PRESENTATION DAY

- Presentations typically take place on the fourth Wednesday of the month from 11:45 a.m. to 1:00 p.m. in the Chamber Board Room in our office.
- **Please arrive at 11:30 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.

Thank you for your interest in the Small Business Roundtable. If you would like to become a speaker or have any questions, please contact knord@arlingtonchamber.org.