



SMALL BUSINESS ROUNDTABLE

The Chamber's monthly **Small Business Roundtable** offers an important educational opportunity to Chamber members. These events are free to members and 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 and our weekly newsletter.

SUBMISSION TO BE A SPEAKER

If you are interested in becoming a speaker at one of our Small Business Roundtables, please fill out the form at the end of the guidelines and submit to eventsassoc@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

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 our Events & Executive Assistant at eventsassoc@arlingtonchamber.org.

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.**
- There is a screen available at the office for visual aids such as PowerPoint or video. Zoom also supports visual aids.

PRESENTATION DAY

- Presentations typically take place on the fourth Wednesday of the month from 12:00 noon to 1:00 p.m. either on the Zoom platform or in person at the Chamber's office.
- **If your presentation is in person, please arrive at the Chamber's office by 11:45 a.m. so there is time to prepare and set up. Be sure to build in extra time so that you can park and be in the office by 11:45 a.m.**
- **If your presentation is on Zoom, please log in at 11:45 a.m. so we can test your presentation and ensure everything is working properly.**
- Chamber staff will take a few minutes in the beginning to welcome everyone, make any announcements, thank our sponsor(s), and then they will introduce you. 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 Caley Fagerstrom, Events & Executive Assistant, at eventsassoc@arlingtonchamber.org.



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PRESENTER TOPIC PROPOSAL FORM

If you are interested in becoming a speaker at one of our Small Business Roundtables, please fill out this form and submit to eventsassoc@arlingtonchamber.org.

Presenter's Name: _____

Presenter's Email: _____

Presenter's Phone Number: _____

Company Name: _____

Company Social Media (LinkedIn, Facebook, etc.): _____

Proposed Topic: _____

One-Paragraph Description:

NOTE: When submitting this form, please also include a headshot to be used for promotional purposes.

Email:

Caley Fagerstrom

Events & Executive Assistant

eventsassoc@arlingtonchamber.org