

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 nonmembers. The topic of discussion and speakers change 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 the 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 with your topic and description for the event page as well as in the Chamber's weekly newsletter. After the presentation, a write up will 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 Round tables, please submit a proposed topic with a brief summary description (no more than one paragraph) to eventsassoc@arlingtonchamber.org. The Chamber will then review the submission and accept the topic or give you some suggestions to guide the topic to something that might fit the Chamber audience better. Once the topic has been approved, we will schedule you for the next available month within the next calendar year or you will be put on a waitlist. Throughout the year if there are cancellations the Chamber will contact the next person on the waitlist. Speaking spots fill up quickly and well in advance.

TOPIC SUBMISSION

Choosing a great topic is one of the most important parts of drawing a large and interested audience. It should be something interesting 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 eventsassoc@arlingtonchamber.org.

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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. We expect the speaker to arrive before 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.

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

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