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SEMINAR PROPOSAL GUIDE: Becoming a speaker at Small Business BC

The Small Business BC Seminar Series is one of our more popular services, tailored to meet the information needs of small and medium-sized businesses in both the start-up and growth phase.

The Series features workshops, seminars and day-long training sessions that are valued within the community as cost-effective, high-quality training on a variety of relevant business issues (including business planning, exporting, human resources, accounting, marketing, customer service, financing, networking, e-business and more). Formats include a 1.5 hour lunch and learn, in addition to half and full day training.

These platforms provide significant speaking opportunities for experienced, BC based business specialists. A speaking engagement at Small Business BC is an opportunity for your organization to gain valuable exposure to the small business community – a potential source of business for you. In addition, it allows you to showcase your expertise and knowledge in your particular field.

Our workshops and seminars are educational, designed to provide real-world learning in a condensed format. Though we are happy to allow speakers to brand their materials, discuss their business in relation to their credentials and distribute business cards following the presentation, we do not allow promotion of the speaker's services throughout our seminars.

Typically, we seek speakers who are currently operating in their field of expertise, and can provide concrete 'how-to' information to our clients, rather than high-level theory. In addition, we are always looking for value-added suggestions such as take-away packages and the ability to run consecutive seminars on similar topics.

Speaking opportunities at Small Business BC are highly coveted, thus competitive. This guide will assist you in submitting a proposal to speak, as it outlines the general points we'd like you to cover.

Please provide a proposal that includes the following:

- * An outline of the proposed topic, suggested session title, and proposed dates (Fall/Winter/Spring and year). Please include approximate length of the presentation.
- * Credentials of the proposed speaker including an outline of future and prior speaking engagements (including dates, estimated #'s in attendance, fees). Include a photo, biography and website link of the speaker, if available.
- * An indication of the appeal of the speaker and the topic to Small Business BC's client base, small and medium-sized enterprises.
- * An indication of the educational value of the proposed topic (the "deliverables", and a summary of the new skills each attendee will gain from the seminar.
- * A list of devices the speaker will use to augment the presentation (PowerPoint presentation, video, hand-outs/take-away materials etc). If this presentation has been given before, please provide a Power Point presentation or other presentation materials as examples.
- * Complete contact information.

Please submit your proposal by email ONLY, as a Word attachment, using the Subject Heading 'Seminar Proposal', to the following address:
askus@smallbusinessbc.ca.

Thanks for your interest. We look forward to the possibility of working with you.