

Greater Conejo Valley Chamber of Commerce

Policy/Procedure: Marketing/Communication

Lunch and Learn Presentation Criteria

Date: March 2, 2010

I. Purpose

1. To reward Chamber members with an affordable, members-only education benefit.

II. Definition

1. Lunch and Learn presentations are created by members, for members.
2. Presenters and attendees **MUST** be Chamber members.
3. All Lunch and Learn presentations must be pre-approved by the Chamber's Lunch and Learn committee and adhere to the Presentation Requirements below.

III. Presentation Requirements and Approval

1. Presentations are to be business-oriented only.
2. Presentations must appeal to, or affect more than a single industry (e.g., a presentation targeted to real estate professionals only would be rejected).
3. Presentations must fulfill at least one of the following criteria to help a business:
 - a. Make more money
 - b. Save more money
 - c. Attract more clients
4. Presenters must submit a brief synopsis or outline of their presentation for pre-approval.
5. Presenters must submit a brief resume or biography on their expertise in the field or subject area on which they plan to present.
6. The Lunch and Learn committee reserves the right to refuse any presentation proposal for any reason.

IV. Other Requirements

1. For the purpose of publicity, the presenter must submit for their presentation:
 - a. A compelling, descriptive, short headline
 - b. 1-3 sentence description of the presentation
 - c. 3-7 bullet points of the knowledge the attendees will take away
2. Presenters are **NOT** to solicit or directly sell their services/products to attendees.
3. If the presenter has handouts, they are expected to make and bring their own copies for the audience.
4. The Chamber provides a number of publicity venues for the Lunch and Learns. Presenters are also expected to route flyers, website hyperlinks, etc., to Chamber members who are their personal clients and friends, inviting them to their presentation.
5. Once a Lunch and Learn presentation has been publicized (approximately 45-60 days in advance), a presenter cannot cancel or reschedule except in the case of an emergency. If an emergency arises, they must give notice as soon as possible or send someone who can present in their place.

6. The presenter must be prepared to present, whether or not there are any advance reservations made. If just one Chamber member attends, the presenter agrees to make a full presentation.
7. The presenter agrees that their Lunch and Learn presentation can be recorded and available on the Chamber's website.

V. Schedule

1. Presentation time is 12 noon to 1 p.m. Presenters should arrive at least 20-minutes in advance for set-up (30 minutes in advance if they are bringing their PowerPoint presentation with them).
2. Presentations are scheduled for *Wednesdays only*, unless specially approved by the Lunch and Learn committee.
3. Thursdays may be scheduled at the sole discretion of the Lunch and Learn committee if no Wednesday is available. No other day of the week will be scheduled for a Lunch and Learn.
4. Lunch and Learns are limited to a total of two per month, unless specially approved by the Lunch and Learn committee. (*The Art of Business Networking* is not included).
5. Individual presenters may be limited to the number and the scheduling of presentations they are allowed to make per calendar year.

VI. What the Chamber Provides

At no charge to the presenter, the Chamber provides:

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| 1. Room rental for the presentation | \$70 |
| 2. Publicity valued at \$800+ in: | |
| a. CBT publicity | \$300 |
| b. Tuesday Email Update | \$50 |
| c. Chamber website | \$100 |
| d. Monthly Mailer flyers | \$400 |
| 3. WebEx recording cost | \$20 |
| 4. Promotion at Chamber events
<i>(slides and flyers at breakfasts, mixers, etc.)</i> | <u>\$100</u> |

Minimum total value (excluding staff time) \$1,040

VII. Technical Aspects of Presentation

1. As a general rule, presentations should be in a Microsoft PowerPoint format with dark letters (white or light lettering may not record successfully).
2. PowerPoints must be loaded on the Chamber's computer so they can be recorded.
 - a. PowerPoint can be emailed in advance, or
 - b. Brought the morning of the presentation on a CD or thumb-drive NO LATER THAN 11:30 a.m.