



Destination: Poolesville Seminar Speaker Application "Now you Know Seminar Series"

Are you looking for a new way to make a deeper connection with potential customers? The CEDC and the Poolesville Chamber of Commerce have an opportunity for you! New at the 2012 business fair is the availability of educational seminars to teach attendees something of interest, and to let them get to know you and your business better. Here are the details:

- Space is limited, so submit your application quickly to be considered. **You do not have to have a booth to be a speaker** (bonus!). The Destination: Poolesville committee will be selecting speakers based on the application response, date of receipt, and overall variety of topics.
- Speakers will be assigned a **30 minute time slot between 10:30 AM and 1:30 PM** on the day of the event. This includes time to set up and tear down, so your total presentation time will be 15-20 minutes including questions.
- **Sessions will be held in the classrooms of the church.** The classrooms hold about 20 people.
- **Speakers must provide their own AV equipment**, though a screen is available.
- **Presentations MUST be educational.** They may not be a 20 minute “infomercial” about you, your company, or your product, (although you should briefly mention these points during your presentation). For example, a florist might want to teach the group how to arrange store-bought flower bouquets in attractive ways. A cosmetic company could talk about skin care for women over age 40. If you are also having a booth at the show, your presentation should augment what you are doing at the booth, not duplicate it. Audience participation and interactive presentations are recommended.
- Speakers should market their seminar sessions on their own to help drive attendance. Invite your customers to attend, post it on Facebook, hand out flyers, offer a special discount to attendees, etc. We’ll also be marketing the sessions, but this seminar gives you a reason to reach out to your mailing list.
- Be sure to practice your presentation several times prior to the event. You’ll want to put your best face forward and stay within the allotted time. A room proctor will be on site to help you keep an eye on the time. Follow best practices for PowerPoint slides, if applicable.

Fee for one 30 minute seminar slot is \$25 for PACC Members or Non-Profit organizations

Name of Business or Group: _____
 Contact Person _____
 Address _____
 Phone Number _____ Email _____
 Type of Business or product _____
 Name of seminar session _____
 Short description of what you will present: _____

At the end of your seminar session, attendees will have learned _____

Past experience presenting this material _____

Circle preferred time slot. (NOTE: this cannot be guaranteed.) Any time 10:30 11:00 11:30 12:00 12:30
 1:00 1:30. Comments: _____

*Payment: Please make all checks payable to PACC. Mail check and registration form to:
 PACC PO Box 256 Poolesville, MD 20837 Deadline: March 2, (Feb 8th to be included on postcard)
 Questions: email PACC at info@poolesvillechamber.com*

