

## **GVCC Online Business Resource Guidelines**

The purpose of the Greater Vancouver Online Business Resource Center is to enhance the success of businesses in our community by providing educational resources useful in developing and running a business. To better fulfill this purpose GVCC has established guidelines to help subject matter experts develop material appropriate for inclusion in the Resource Center

### **Content**

All content must be educational in nature; no selling or pitching. However we encourage you to tell people how to contact you to learn more or get assistance by including a business name, phone number, website, e-mail address, social media, etc at the end of your video or audio or the last slide in your presentation. Also include your business name and your name or other contact name in the video/audio introduction or title slide.

### **Length**

In order to be effective, your presentation needs to be engaging all the way through, so choose a length appropriate to your topic. Provide enough depth to adequately cover your topic but not so much that your audience will get lost or tune out. In particular, don't confuse length with thoroughness. Often an engaging 5 to 10 minute presentation can be more impactful and valuable than one much longer. No business topic can be covered in its entirety in a brief presentation. The key is to engage the viewer, teach them and then give them options for obtaining additional resources.

### **Additional Resources**

For those who want to go deeper into your topic, provide additional helpful resources such as books, articles, worksheets or perhaps a free consultation, so that viewers can receive the most value possible in applying your expertise to their business.

### **Quality**

Posting content in the resource center is an opportunity to gain broad exposure for your business. Consider it a business showcase. Be sure your materials are of the best quality possible. Professional quality lighting, sound and graphics go a long way towards making a good impression.

### **Format**

Content can be in video, audio, or presentation file formats (include any specific format requirements e.g. MP4, jpeg)

### **File Transfer/Type**

We do not host videos, you must send a link to your video, set to public viewing options.

### **Governing Authority**

GVCC will have full discretion regarding what content to include in the resource center and its decisions are final. GVCC may from time to time add or remove any content it deems necessary to best serve the interests of the Chamber and its members.

*Please email Chandra Chase, the GVCC's Programs & Communications Director at [cchase@vancouverusa.com](mailto:cchase@vancouverusa.com) with questions or submissions.*