

The Woodlands Area Chamber of Commerce

Seminar Applications

The Chamber believes in the growth and development of businesses. Through the Chamber's Seminar Team, the Chamber offers and endorses the opportunity for members to present value added seminars to the business community. These seminars are a part of the Chamber's commitment to provide continuing education and training on various topics that effect business growth and sustainability. They also increase member visibility and provide additional networking opportunities among business affiliates. The seminar topics are focused on current events and issues being faced by companies and offers practical take-a-ways that can easily be implemented into daily operations.

Seminar Guidelines & Requirements

General:

- Applicant must be an employee of the Chamber organization submitting the application.
- The Chamber organization must be in good standing with the Chamber at the time of the application.
- All Chamber Seminar Team approved seminars will be held at the Chamber.
- The Chamber will market the seminar through its various media outlets and collect the registration for all attendees; however, we are not at liberty to share contact information of seminar attendees.
- Registration for seminars are paid to the Chamber in advance or at the door.
- One Chamber Seminar Team member and/or Chamber Board member will attend each seminar as a seminar evaluator at no charge.

Application:

- Schedule initial meeting or conference call with the Chamber Seminar Team Staff Liaison.
- Chamber seminars are NOT a platform for solicitation of goods and/or services; therefore, please submit materials and presentation content on current and relevant subjects that provide knowledge and experience driven solutions to everyday encounters.
- Complete and submit application to Chamber Seminar Team Staff Liaison.

Cost:

- Seminars registration fees are not limited; however, the Chamber Seminar Team will evaluate the suggested price based on direct cost, market worth, and value-added member benefit.
- A \$25 fee over the member price will be charged for non-member attendees.
- A 10% or minimum of \$10 per attendee fee will be deducted from registration fees collected in order to cover administrative and marketing expenses incurred by The Chamber during the seminar process.

Scheduling:

- Seminar presenters are allowed to conduct two approved seminars within a year at least six months apart.
- All proposed materials and presentations must be submitted to Chamber Seminar Team Liaison to be placed on the agenda for review at least 7 days in advance of team meeting (every 1st Tuesday of each month with exception of July and December).
- Seminar date and time are subject to Chamber availability and must be at least 90 days in advance from seminar approval date in order to allow time for appropriate promotion to Chamber members. All scheduling is coordinated through Chamber Seminar Team Staff Liaison.
- Notify and coordinate any audio/visual needs for your seminar with the Chamber Seminar Team Staff Liaison at the time the seminar is approved.
- Seminar flyer must be submitted and approved at least 90 days prior to seminar date.
- Seminar presenters must apply and/or resubmit seminars for approval by the Chamber Seminar Team, even if content and subject are the same and has been previously presented.

Marketing:

Seminar presenters are required to submit the following details for flyer creation:

- Company logo + Seminar Logo (if applicable)
- Company social media handles on Facebook, Twitter, Instagram & Linked In
- Date/time of seminar
- Member & non-member registration price
- Title of seminar
- Presenter name(s)
- Significant information to be included on marketing materials (i.e. what will attendees learn, why should they attend?)

The Chamber will provide:

- Seminar on *Business Today* calendar of events
- Seminar on Chamber Website
- Included in the Member Memo (2 weeks out)
- Included in the Monthly Member Memo Overview (in month scheduled)
- 1 dedicated email to Seminar E-Mail List 30 days prior to seminar date
- Creation of Facebook event on The Chamber’s Facebook Page for sharing
- 10 total posts on social media outlets in the 45 days prior to seminar (Facebook, Instagram, Twitter & Linked In)

Presentation:

- Seminar presenter must identify and provide attendees with at least 3 take-a-ways.
- Company logo of the seminar presenter(s) may appear **only** on the first and last slide of presentation.
- Seminar presenters are responsible for the preparation, reproduction, and distribution of all seminar materials (agendas, handouts, presentations, etc.) to attendees.

Seminar Follow-up & Invoicing:

- Chamber Seminar Team Liaison will provide a follow-up email post the seminar including registration and Chamber fee breakdown with the total amount to be invoiced.

Name (Please Print): _____

Signature: _____

Date: _____