

Workshop Presenter Expectations

This checklist is designed to help you maximize the opportunity to present as part of Greater Reston Chamber of Commerce's Business Education Series (BES). We set high expectations of our workshops. The outline below provides required and recommended actions of our presenters for a successful workshop including marketing, collateral and follow up. Also outlined are actions by the Greater Reston Chamber of Commerce to facilitate joint success!

Presenter Expectations (Required):

- Provide event description, presenter(s) bio and organization's logo
- Invite guests – allow up to 5 non-member guests (no charge)
- Supply the following collateral pieces for the event
 - Your business cards
 - Practical exercises, tips and/or reference sheets for attendees' participation
 - Your presentation, in electronic format, prior to or immediately following the workshop

Presenter Expectations (Recommended):

- Send out email blast(s) to clients and prospects (*email examples by request*)
- Promote to and ask your professional referral network to send out announcement of event
- Put event link on your email signature
- Promote event on your website and through social media
- Ask employees to promote event on their social media page
- Send out a press release
- Send out direct mail piece
- List event on free, public websites
- Write a blog post about the event for the Reston Chamber blog

Presenter Follow-Up Soon After Presentation: (Recommended)

- Send out thank you email and/or note cards to attendees
- Send relevant articles to attendees to keep engaged
- Use social media to continue the dialogue – share photos, pose questions, conduct polls, etc.
- Post presentation online, i.e. LinkedIn and Slideshare
- Presenter Feedback (Survey sent by Greater Reston Chamber Staff)

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GRCC Will Do the Following:

- Build and promote workshops on GRCC's website as soon as the chosen workshop's description is submitted and approved. Typically six-eight weeks in advance.
- Include workshop in weekly GRCC E-newsletters. (Sent to over 6,000 contacts)
- Include workshop in monthly GRCC E-Newsletter sent 1st Monday. (Sent to over 6,000 contacts)
- Send GRCC Business Education Series monthly email blast of current and following month's workshops. (Your workshop will be included at least once, if not twice)
- Send upcoming events to various media outlets and community calendars. Please note that it is up to these outlets to choose which events to promote, if any.
- All GRCC employees include upcoming events in their email signatures.
- Announce workshop at select Reston Chamber events
- Promote through select GRCC social media platforms including, Facebook, Twitter & LinkedIn. Promotions may include photos, videos and links via posts and tweets.
- Register up to 5 non-member guests of yours at no charge.
- Print any of your handouts/worksheets provided at least 48 hours before the event.
- Provide a list of attendees, including contact information, to the presenter, upon request.
- Provide presenter a summary of the workshop survey results and final attendee list within five business days.
- Email all attendees, soon after presentation, any materials in electronic format (if applicable)