



Putnam Business Association

Presentation Guidelines

What topics may I present?

You may explain your product(s), promote service(s) and/or endorse an upcoming event.

How long do I have for the presentation?

We ask that presentations be kept under 10-minutes.

Is there any equipment to project a presentation?

No. We do not have AV equipment at meetings or the capability for equipment to be set-up for a presentation. Please plan to speak to the membership without the use of slides.

Can I distribute handouts after my presentation?

ABSOLUTELY! We encourage all presenters to give details on how members can get more information after the meeting – and a handout is a perfect way to do that.

PRESENTATION TIP: Structure

There is no set or required structure for presentations, however we do suggest that you include four key pieces;

- 1) Tell us who you are.
- 2) Tell us about your business and/or organization and/or cause.
- 3) Tell us what you are here to present.
- 4) Tell us how to get more information after the meeting.

PRESENTATION TIP: Presenting

Tell a story. No, your business, organization and/or cause is not a work of fiction – but telling a story helps the audience connect. Help the audience see the value and what it can bring.

Keep it simple. With 10-minutes to present, don't overwhelm the audience with every facet of your business, organization and/or cause. That's why it is important to close with how members can get more information after the meeting.

Speak naturally. We are business owners, interested in your presentation. Speak as you would if you were sitting one-on-one with another member.