



Townsville Chamber

Expression of Interest

The Townsville Chamber is seeking Expressions of Interest from its members to present as part of its *Business Matters* event series.

Overview

This Townsville Chamber event is a monthly information session about business improvement delivered by a local expert. The event attracts an audience of 45+ guests (*) representing locally based businesses of all sizes.

Business Matters events are presentations on a subject of interest to members, professionals and SME's. Topics are generally about business improvement addressing a timely issue and offering suggestions and solutions that can be applied immediately.

Presentations are opportunities to raise awareness about your organisation's expertise and reputation. To that effect, the purpose of the presentations is to inform and educate rather than sell.

'Cutting edge' content and topics which incite curiosity attract a greater audience.

While not limited to the following, a recent survey of our members indicates that topics relative to work place technology, social media, data management and protection, personal development, networking skills, and basic small business skills are sought after by our audience.

Attendees are mostly individuals in management positions with operational responsibilities in purchasing roles, sales, human services, and management support.

The event is free for our members and guests to attend. It is highly recommended for the presenter to invite his/ her own guests in order to widen attendance.

The presenter pays a fee to cover the administrative cost of the Chamber in coordinating the event.

The Chamber has been successfully delivering a similar event program for the past two years. To maintain the sustainability of our success, we have reviewed the event concept and are seeking expressions of interests from members who wish to present.

A venue partner is also being sought.

(*) the number of guests is based on previous similar events held by the Townsville Chamber. Attendance will vary according to the topics and external circumstances outside our control.

Contact

Marie-Claude Brown & Debbie Simpson

members@townsvillechamber.com.au

(07) 4771 2729

Format

We have up to six spots available, between May to October 2017 (Dates to be confirmed)

- 30 May
- 27 June
- 25 July
- 29 August
- 26 September
- 31 October

Runsheets example (time to be confirmed)

- 10.30am to 11am
Guests arrive / open networking
Tea/coffee/juice and a light snack provided
AV/ Data projections/Laptop/Lectern/Microphone
- 11.am to 11.40am
Welcome/ presentation and Q&A
- 11.40am to 12noon
End of proceedings/ close of event

As a presenter, your organisation receives

- your logo linked to your website on invitations
- three invitations distributed to 1,300 email addresses each time
- two promotions on our social media pages (5,000+ connections) and website
- Exclusive speaking opportunity on the day
- Your brand and collateral at the event
- An event survey providing presentation feedback and leads

The Chamber provides

- Assistance in developing your topic and promotional material
- Event coordination including RSVPs, liaising with the venue, welcoming guests
- Collation of survey results

Cost

\$300 + GST

Selection Criteria

- Priority will be given to current Townsville Chamber members
- Topical presentation and a knowledgeable and engaging presenter
- The willingness to work in partnership with the Chamber

Lodging your EOI

Please provide a written response to this Expression of Interest to members@townsvillechamber.com.au stating

- Your name
- Your organization
- A brief outline of your presentation/topic
- Preferred dates