

## **Women Business Owners Program Committee: Criteria for Speaker Selection**

The Women Business Owners monthly lunch appeals mainly to business professionals, small to medium business owners, entrepreneurs, managers and sales professionals.

Criteria for Speaker Selection:

- 1) Where have you spoken? (WBO is looking for speakers with good speaking skills)  
Has anyone in WBO heard you speak?  
Please provide a tape, CD or link to a podcast
- 2) A topic that would interest many of our target audience, such as:
  - a) leadership
  - b) marketing
  - c) business development
  - d) negotiation skills
  - e) security
  - f) legal
  - g) philanthropies
  - h) communications
  - i) new tools and techniques to help people in business be more effective
  - j) Email strategy (spam, etc)
- 3) A topic that provides "take-aways" for the attendee to improve their business; an idea or skill that can be implemented immediately without further training.  
Answer the question: What are the benefits to the attendee?
- 4) Would you be willing to participate on a panel, rather than speak alone?
- 5) Can you bring an outside draw from your colleagues, clients and friends by announcing it via email?
- 6) Please submit a proposed talk description answering all questions and requests, website url and bio to Program Council chair:  
Kristi Mandt, [Kristi@mma401k.com](mailto:Kristi@mma401k.com) The Council will review and let you know whether your topic would benefit the women of WBO.
- 7) Speakers are limited to speaking a maximum of once every 18 months.