

## **Spotlight Speaker Guidelines**

Membership has its privileges! As an HBWE member, we invite you to be a Spotlight Speaker. Spotlight Speakers are allowed 5 minutes at the beginning of the meeting to let everyone know about their businesses. This presentation is a great way of "spotlighting" your business so members and guests can tell others about you and your business.

A Spotlight Speaker Presentation might look something like this:

- Your name and company name (15 seconds)
- A general description of the product/service you provide (30 seconds)
- The features and benefits that make your service/product unique (2-4 minutes)
- How to contact you (10 seconds)
- An invitation to stop by your display table\* after the meeting, if applicable (5 seconds)

Don't worry about having to speak in front of a group for too long. It's only 5 minutes!

*\*Spotlight Speakers may purchase a full display table for \$30 or a ½ table for \$15.*