



PWR SHOWCASE GUIDELINES

Part of what we do is to promote our members' businesses and talents. The Member Showcase is an opportunity to present your own company in one of two ways or to share your story of how you became the successful women you are today:

Showcases are scheduled quarterly at the second monthly meeting of the quarter. That will be February, May, August, and November. There will be 2 showcases per meeting. Months are subject to change per Board scheduling.

Members in good standing are invited to submit an application to present a "Member Showcase". Member showcases fall in one of three areas. They can be either a presentation of their own company or a presentation of their knowledge and expertise in a specific area, or as mentioned above, the story of how you became successful in your endeavor(s).

For the first category, a presentation of their own company, the following elements must be in the presentation:

- The core business
- The business strategy
- The economics of the business, including funding strategy
- Competition
- 5 year plan

For the second category, a presentation of their knowledge and expertise in a specific area, the following elements must be in the presentation:

- The core competency
- How this competency relates to other businesses
- The value this competency brings to the community/businesses
- The economics of the competency: is the core competency provided as a consultant or as part of a service package?
- Why this element is valuable to other companies

For the third category, a presentation may be given on a personal story/challenge of how you became successful in your business. The elements may include:

- The basic story/challenge
- How you overcame the challenge
- How you applied any learned techniques
- How you continue to stay successful at what you do

PowerPoint presentations are visual and always helpful with a presentation, but not required. A presentation is to take no longer than 8 minutes with 2 minutes of questions. (No more than 10 slides with title and ending included.) The time limit of 10 minutes may seem short, but being

able to present your company/expertise in a concise manner is key to success. Applicants must provide a copy of the PowerPoint presentation along with the application to present to Lorraine DeLap, Ldelap@mldgraphics.com or fax to (951) 461-4188.

At any time, a presentation may not be a sales pitch. A sales pitch is a line of talk that attempts to persuade someone or something, with a planned sales presentation strategy of a product or service designed to initiate and close a sale of the product or service. The mission of Professional Women's Roundtable is to enhance women's professional careers by providing a mentoring environment. Your showcase presentation is, without being a sales pitch, is considered a mentoring opportunity to our membership.

Any applicants that are not selected for presentation in any given month will have a priority position for the next quarter or next year.



PWR SHOWCASE APPLICATION

I am interested in presenting a Member Showcase.

I am interested in the following month:

February May August

November Any Quarter

Name (please print)

Phone number with area code

Email

Please fax back to Lorraine DeLap, CEO, at (951) 461-4188, or email to Ldelap@mldgraphics.com. Thank you.