



Lincoln Business Club

Briefing note for guest speakers

Thank you for agreeing to talk at an upcoming Business Club meeting. Could you ensure that we have your correct **name** (and job title if relevant), and also give us the **title of your talk**, as we announce speakers on our agenda and also on the Club's page in the local newspaper.

Members arrive between 6.45 and 7.10, and we start promptly at 7.15am. You are NOT expected to pay the normal £2 fee on arrival.

Previous speakers have requested information on what is expected, and so we are including this information below. Please take this in the spirit in which it is offered: the more your talk meets our expectations, the better you will feel about it – and the better the questions that will be received!

As these are general notes, for all speakers, we can only give very general guidance, but for any specific questions do ask any committee member or email our chairman or secretary (chairman@lincolnbusinessclub.co.uk or secretary@lincolnbusinessclub.co.uk).

We usually have between 60 and 80 members present; members are from local business, predominantly small independent operations, though we do have some corporate members from firms of solicitors, accountants and a couple of banks; other members are from the not-for-profit sector and the community – police, some councillors, etc. The purpose of the Club is to help us all network, to act as a voice for local business, and also to share and inform ourselves with regard to local and national activities and initiatives, which is where you fit in.

- In the main, make your talk relevant to members with smaller businesses. Make us aware of the advantages of doing something (or the danger of not doing something!). A frequent problem for the small businessperson is that we don't find it easy to update ourselves about, for example, new legislation or initiatives. Give us some helpful and meaningful facts and figures – but don't drown us in detail... A handout with this sort of information is much more preferable to very long slides or talks... And give us some human interest about you and your job...
- We ask speakers not to provide an overtly commercial presentation. Although you can, of course, mention your company and have their name or logo on presentational material, the focus of your talk should be on **informing members** rather than **selling your services** (otherwise we'd charge you to sponsor a meeting!).
- Unless otherwise agreed, you should talk for around 7 to a **maximum** of 10 minutes, allowing for a few questions to be added on to the end of this timing. We aim to finish promptly at 9am, but usually have the use of the room for a further 30-50 minutes, so you are welcome to suggest that any specific questions or issues can be put to you after the meeting – assuming, of course, that you are able to stay!

You are welcome to use our projection facilities – bring either your own laptop, or just a CD or memory stick. If there is any other element of equipment needed, let us know and we'll see if we can help. If you need time to set things up in advance, again, just let us know. We may be able to arrange access the day before, if this is helpful. The venue manager is Wayne Banks, on 0870 8992005. Our website www.lincolnbusinessclub.co.uk has full details of the club and a location map.

**In case of last-minute emergencies, contacts are
07767 214 076 (Eddie Strengiel)**