



Why present at Chamber Academy?

- **Heightened communication**
Leverage the Chamber's reach (audience)! Your name is attached along side the Chamber in unique marketing materials.
- **Outstanding sales climate**
Project a positive image and connect with the audience in a specific way. This method of visibility provides more of a personal impact than traditional print, radio or television can offer.
- **Community roots**
Advocate for community growth and the overall goodwill for our region. This method of "outreach" will automatically provide a feel good for your business.
- **Bottom line impact**
Highlight your commitment to those that attend the event. This naturally provides a "common bond" with attendees and "top of mind" name recognition. Attendees have a higher propensity to evaluate speakers first before looking at their competitors when making a decision to buy.
- **Attendee profile**
Attract the audience that you need. Your name and logo are broadcast in front of the key leaders, decision-makers, and influencers necessary to grow your business.
- **Extensive recognition**
Reinforce your marketing with unique Chamber communication. You'll reap the benefits of being "co-branded" with the Chamber. As a speaker, your name and logo will appear on the Chamber website, which is visited 63,000+ times a week. You will also be featured on the Chamber's e-newsletter, which is sent weekly to over 13,000 subscribers.
- **Build connections**
Entertain key accounts or clients at your seminar. This type of interaction and positioning may help you provide a platform for your customers to create new relationships with attendees.

Session Details

Presenters provide Chamber members with:

- Resources, information and training on the most up-to-date business topics
- Opportunities to share their experience and expertise and increase their exposure in the community
- Business focused networking opportunities
- Referrals to Chamber members who provide more in-depth education on business topics

Presenter responsibilities:

- Provide a high-quality educational seminar or workshop with two hours of content for up to 50 participants.
- Provide all materials for session participants.
- Coordinate special equipment needs with Chamber staff.
- Provide a presenter introduction biography.
- Attend a presenter orientation session to overview the Academy process and requirements.

Chamber responsibilities:

- Aggressively promote the educational series through a variety of Chamber communication pieces.
- Include presenter's name and subject matter in the educational series brochure that is posted online at OmahaChamber.org/Academy.
- Register participants and provide presenter with attendee list for event follow-up.
- Coordinate special equipment and material needs with presenter.
- Continue to provide referrals to the presenter as the subject-matter expert.

Chamber communication pieces:

- Chamber Academy Curriculum Guide is distributed electronically to more than 12,000 individuals and posted in online communities.
- Weekly electronic newsletters and invitations.
- The Chamber's Web site has 63,000+ page views per week.
- Announcements at events, committee meetings and networking and special events.

Frequently Asked Questions

Q: Who is the target audience for the seminars?

A: Seminars provide most value to small- and mid-size businesses that have smaller training budgets and to middle managers of large businesses who often miss out on seminars due to cost, course availability, time constraints, etc.

Q: When are courses offered?

A: There are at least two seminars each month throughout the year. Seminars are held on select Wednesday mornings from 8 – 10 a.m.

Q: How long does each seminar last?

A: Seminars are normally 90 to 120 minutes. Occasionally, there may be a seminar that requires more time. Such seminars will either be offered in their entirety or broken into segments offered in consecutive weeks.

Q: How many people can attend each seminar?

A: Normally, there are between 20 and 50 people in attendance. This allows for good interaction between the presenter and the attendees

Q: How much does it cost to attend the educational seminars?

A: The cost is \$25 per member and \$35 per nonmember. Fees are kept to minimal levels that cover costs of parking, beverages, communications, etc.

Q: How much does it cost to be a presenter?

A: There is no cost for presenters other than normal costs associated with preparing for seminars. Likewise, there is no monetary compensation to presenters in exchange for their services. Members with specific subject matter expertise volunteer as instructors. The Chamber markets the seminars and provides for administration of a high-quality educational series.

Q: Does this compete with my (or other) businesses?

A: The Chamber's member-to-member seminars are intended to be introductory in nature and provide high take-away value given their brief length.

Many Chamber members offer much more in-depth and extensive training in both nonprofit and for-profit settings. The Chamber will strive to make members and seminar attendees aware of the wealth of expertise that exists within its membership for education and training. It will promote and refer members to these providers whenever possible.