

# Portland Executives Association

## Guidelines for Trade Talks

The purpose of a Trade Talk is to convey a member firm's primary products and services to the general membership, while clarifying the most helpful way members may provide leads to the firm. Following are some key points to incorporate into the Trade Talk.

- **The talk must focus on the products and services for the category the firm holds in the Association. All oral comments, audio/visual or printed materials used during the presentation must avoid any conflicts with overlapping products and services for which another member holds that category**
- The presenter should arrange to visit the receiver's firm and sit down with the receiver to gather information to be presented during the talk
- The presenter should give quality time to arrange for and give the presentation to optimize the receiver's presence before the membership
- The presenter is free to creatively present the firm's message. However, audio visual aids or props should be used only where they help to enhance the message about the products and services of the firm
- If the presenter plans to use audio/visual aids, please notify the office at least two days in advance of the presentation. The office has a projector, screen and extension cord, as well as, a laptop. In the event a Power Point presentation will be used, it would be preferable for the office to receive an electronic version of the Power Point two days prior to the presentation. The presenter should bring a flash drive with the Power Point on it as a back-up on the day of the presentation
- The presenter is the ambassador to the Association for the receiver's firm and should enthusiastically endorse the receiver's firm
- A Trade Talk should be no longer than 5-7 minutes in length. Longer presentations take time away from our guest speaker
- Presenters may be creative with their presentation so long as the time limitations are not exceeded. For example, a presenter may wish to coordinate in advance with members who may provide a quick testimonial during the presentation (from the audience) as to their experience(s) with the Trade Talk recipient's firm. The presenter may also pre-arrange to have members give a quick word of endorsement to the Trade Talk recipient's firm during member introductions on the day of the Trade Talk

The firm receiving the Trade Talk should consider donating a door prize to be drawn at the end of the meeting. This helps to further spotlight the firm, especially when the prize highlights a product or service offered by the firm. The value should be in the range of \$25.00.

The firm receiving the Trade Talk should include the Associate at the head table. Please notify the office no less than one day in advance, if the Associate will be present.