



**THE
Business
Owners Forum**

GUIDELINES FOR PANELLISTS

Business Owners Forum Purpose:

Business Owners Forums are held every month – alternating between Whangarei and Albany. They are a way for business owners to meet with peers to discuss a specific business topic of the month – and to challenge the way they do things.

Business Owners Forums are a panel format – with three panellists selected for their knowledge on the topic, although they may have quite different views! The panellists often have differing opinions and there is always lively discussion. Regulars report they always come away with at least one valuable nugget that leads to a change in the way they do things in their business.

The format is casual, and unlike many other events, there will never be a sell from the supporters. And there is pizza, wine and beer to lubricate quality discussion.

Speaker Notes:

- Each speaker will deliver a 10 to 15 minute presentation that is designed to engage the audience and encourage discussion. The MC will ask interview-style questions of the speaker as appropriate.
- The MC will give the audience the opportunity to ask questions of the panellist both during and after each individual presentation
- Presentations need to be informative and delivered at a level which can be understood by business owners who do not have expertise in the subject
- Guests should leave the presentation with a minimum of three ideas that can be implemented within their business
- The style of presentation at Business Owners Forum is casual – we prefer unaided presentations which are probing and designed to maximise audience interaction
- Business Owners Forums presentations are free of sales hype; this is not an opportunity to pitch for business, but rather to share expertise on a topic

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