Lunch and Learn Presentation Guidelines

Dear Presenter,

Thank you for your interest in BOMA’s education programming. BOMA offers free lunch and learns throughout the year to its members. We generally look within the BOMA network for presenters so we can offer relevant topics and provide added value to both principal members and industry partners. These presentations are 1-hour long and the purpose of the lunch and learn is to provide education to BOMA members that allow attendees to gain useful knowledge and leave with a sense that their time was well spent.

Benefits of presenting include:
- You become more present in the BOMA community with your involvement
- To the audience, you become the expert on the topic you present
- You become a resource and the first person someone will reach out to when your topic comes up
- Meet BOMA members/potential clients that are interested in your presentation
- Includes orientation with an Education Committee member to give you tips on how to have a successful and engaging presentation

The following are guidelines derived from discussions with our members and what they’re looking for in a presentation and will help you get the most out the BOMA Lunch and Learn program. Please consider the following guidelines when preparing for your presentation.

DOs
- You are encouraged to offer lunch to the group at your company’s cost, this goes a long way toward achieving good attendance;
- You are welcome to name your company and bring promotional items to pass out. However, the presentation should be generic - applicable to any company providing the same service;
- Feeling nervous is normal, it passes as you get feedback from the audience that they are interested in the topic, gain their interest with rich information;
- Select a relevant topic that you are an expert in, know your topic inside and out;
- Be sure to focus on “what’s in it for them”, what is the attendee gaining from listening to you speak for an hour?
- Know your audience, ask for a list of attendees, study it and cater the presentation to the audience;
- Feel free to do your own marketing to BOMA members you already know, encourage them to attend;
- Bring print outs of your presentation and pens so your attendees can take notes;
- Bring business cards and set them out at each work station with the printed presentation;
- Make eye contact throughout the presentation with each of the attendees as your presentation progresses, your eyes should move around the room;
- Encourage the audience to treat the presentation as a discussion, walk around the room to promote a discussion feel;
- Slides are readable from the back of the room with few words, the words on the slides should be prompts to help the presenter along, not paragraphs being read verbatim
• Find ways to make it fun and interesting (i.e. physical samples, funny pictures, examples, visuals, on-location tours)
• Send your presentation to Christine Miclat or a designation Education Committee member to review ahead of time.

DON'Ts
• No one likes commercials, especially not when they have traveled to a destination and taken valuable time to learn something;
• Although it is expected to give a brief background on yourself and where you work, your presentation should not discuss your capabilities, the size of your company, your location, how much business you do, how much equipment you have, etc. This is a common pitfall of most presenters, ultimately no one cares and they are offended that you don’t respect their time;
• Don’t show up unprepared, you should be at least 30 minutes early, expect equipment and connectivity issues, experienced presenters typically show up a day in advance to make sure the technology is working;
• Never speak badly about the competition.

PLEASE NOTE: Lunch and Learn presentations are primarily marketed to BOMA Principal Members. Occasionally, Industry Partners may be interested in the topics you are presenting and may decide to register. As the presenter, please choose one of the following:

☐ Industry Partners are welcome to attend my presentation
☐ I prefer BOMA Principal Member attendees only

If you have any questions, please contact Christine Miclat at cniclat@bomaseattle.org.

Date of Presentation: __________________________________________

Speaker Signature: ____________________________________________ Date: ___________