



## Member Spotlight Guidelines

- A. Members will present 2 times/year.
- B. Members have 15 minutes to present including Q&A
- C. Members are responsible for swapping slots with other members if they have an attendance conflict
- D. Speaking options for members:
  - I. Present about their business, in particular their services for seniors
  - II. Present a client case study
  - III. Brainstorm a business issue or other relevant scenario

Usually for the first spotlight, members like hearing about YOU. Your career path, what you like about the job, what your role in the company is, how we can recognize how to refer business to you. It's up to you what to speak about, and at the same time when you are new to a group, this is your best bet.

After that, member spotlights can be more targeted...you can use that time to educate about your industry or a problem you can solve. You can also use the time to brainstorm about a professional challenge you are facing with a client.