

## PSN Education Chair: Duties and expectations

The Education Chair coordinates all presentations at the member meetings. This is a Board position. As a Board member, expectations are to:

- Demonstrate leadership, be willing to listen and collaborate on new ideas.
- Be creative with new ideas to expand, increase and gain visibility for PSN (as a chapter and for individual members).
- Participate in Board meetings
- Support all members of the PSN with leads, referrals, individual meetings and aid in their success.
- Ensure strategic direction set forth by PSN and the board are supported.

Educational speakers and Member Spotlights are intended to maintain member interest in PSN and further professional understanding of our shared client demographics. Membership Spotlights build relationships among the members by providing opportunities to highlight member areas of expertise. Educational speakers may or may not be potential members.

A) Recruit educational speakers for regular meetings.

- i) Speakers can be scheduled for every other meeting
- ii) Notify PSN President at least 3 days in advance so she can add the speaker information to the meeting agenda
- iii) Follow up with Thank You to the speaker. Prepare gift bag of member giveaways, and PSN Thank you card. Gift bag would include branded items and business cards from the chapter members.

B) Assign members to Member Spotlight slots

- i) Assign members randomly and evenly.
- ii) Distribute Member Spotlight schedule at start of year; update every 6 months or as needed.
- iii) Educate members about their slot assignment, duration and options for speaking

C) Create an Educational Calendar:

- i) Plan to have two member presentations at alternating meetings, with 1-member presentation and a guest speaker at the others. Example:

Meeting 1:	Member Spotlight + Member Spotlight
Meeting 2:	Speaker + Member Spotlight
Meeting 3:	Member Spotlight + Member Spotlight

- ii) Plan out a 6-month period and distribute the calendar to members. Give a copy to the website admin to place on the PSN member page

## **Educational / Guest Speaker Guidelines**

- A.** Speakers have 30 minutes to present including Q & A
- B.** Presentations should be to educate members about a topic specific to the senior demographic. This time cannot be use for a sale's "pitch"
- C.** Speakers may bring brochures or other materials to augment their presentation or to offer more information about their business.

Chapter meetings are every 3<sup>rd</sup> Thursday from 9:30 – 11 am. Meeting locations may change and you will be notified about the location in advance of the meeting. Each meeting begins with an opportunity to meet all members and guests in our round robin introductions. Guest speaker presentations immediately follow the introductions. Speaker may stay for the entire meeting or leave after their presentation.

## 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.