

Central Oregon PubTalk™ Keynote & Company Guidelines

PubTalk™ Company Guidelines

Central Oregon Pub Talk Keynote Speaker Guidelines

As well-seasoned, Northwest business executives, keynote speakers provide advice and guidance related to many of the issues, challenges, and opportunities less-experienced entrepreneurs will face along the path to success. By sharing innovative business concepts, best practices, and “lessons learned,” speakers provide a road map for entrepreneurs determined to grow their Northwest business and transform into great entrepreneurial leaders.

Format

Speeches should be 20 minutes in length, with 10 minutes allotted for Q & A. Unlike the strict format guidelines for entrepreneurial and early-stage company presenters, keynote speakers have flexibility to structure their presentation format.

Media/Handouts

You may provide handouts or brochure takeaways, but it is best if you simply speak from your experience as a Northwest business professional—without props or media. If you prefer, we can provide an InFocus projector and screen.

Timelines, Materials, Contact

OEN keynote speakers are generally booked 1-3 months in advance. If you are interested in presenting, please contact [Dayna Dudkowski](#) at EDCO. You will need to submit a written summary of your business (about a paragraph in length), contact information, and a brief bio. This information must be submitted via e-mail 2 weeks prior to the Pub Talk event.

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Central Oregon PubTalk™ Early-Stage Company Presenters and 10-Minute Presentation Goals

- Provide a venue to receive feedback on products, services, the business model, marketing strategy or other integral components of business
- Share ideas, experiences and strategies for success
- Support the ongoing development of valuable presentation skills
- Introduce early-stage companies to angel investors, venture capital firms and OEN members

Company Profile

The ideal presenter is a representative from a new or start-up Northwest business who:

- Has a clearly defined business idea with a supporting business plan
- Is actively seeking funding
- Wants to build buzz about his/her emerging business by presenting to investors and peers
- Would like to learn from the input and business experiences of other OEN members

Media/Handouts

Speakers are strongly discouraged from using easels, white boards or other media for pitches. **These are strictly oral presentations.** Powerpoint presentations are not allowed, however, simple handouts for complex schematics may be distributed.

Format

A primary purpose of the 10-Minute Presentation is to connect early-stage entrepreneurs and Oregon businesses with potential investors. Pitches must be concise, compelling, and clear about what the company needs to grow to the next level. Pitches are not a venue to sell your products or services.

The allotted ten minutes includes time for questions. Time limits are strictly enforced, and presenters should ask the audience at least one question.

Each presentation must include each of the following parts:

Part 1: Brief introduction of self and company (1 to 2 minutes)

- Your title, relevant professional experience
- Stage of company's growth
- Key product or service delivered by company

Part 2: Why would an investor/employee/strategic partner/vendor/supplier want to learn more about your company? (2 to 3 minutes)

- How is your product/service unique?
- What is the market for your product/service?
- What is the market size?
- What are your financial projections?
- Highlight key management.

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Part 3: What you need (1 to 2 minutes)

Be specific about what your Northwest business needs to reach your next milestone. For example, "We are looking for a \$500,000 equity investment and an executive with marketing experience willing to work for peanuts and options."

Part 4: Q & A (3 to 4 minutes)

While the PubTalk™ forum is somewhat casual, this could be your only opportunity to present to individual investors in attendance. Practice your presentation before-hand, and time it to ensure that you're covering the above key points within the 10-minute time frame.

Criteria for Selection

Northwest businesses that submit a request to present will be screened to ensure that the company is at an appropriate stage of development, and committed to following the format and the goals of the 10-Minute Presentation.

Timelines, Materials, Contact

10-Minute Presentation opportunities are generally booked 1-3 months in advance. If you are interested in presenting, please e-mail a summary of your Northwest business and a statement of interest to [Dayna Dudkowski](#) at EDCO.

Dayna will then contact you to arrange a pre-screening and to discuss scheduling. If selected, you will need to submit a written summary (about a paragraph in length) of your Northwest business, an outline of your presentation, contact information, and a bio of your presenter. This information must be submitted to Dayna via e-mail 2 weeks prior to your presentation.