



## Health Care Network Group of the Low Country

### Speaker Guidelines

Thank you for your interest in participating as a speaker for one of our upcoming meetings. We begin with networking at 8:30 a.m. The formal meeting starts at 9:00 a.m.

You will have a **total of 15 minutes to speak** about your products and services, **and answer any questions. Your courtesy and cooperation on the timing will be greatly appreciated, as there may be other speakers at the same meeting.** *Please check with Mary Amonitti, Events Chairperson or Sam Crossley, President to determine the order in which the presentations will be made.*

In an effort to deliver the most important information to the group during your presentation, we have created an outline and some thought-provoking questions to assist you in your preparation.

- What products and services are you planning to market during your time? In some cases it might be best to highlight one product or line of business rather than your full array of services. Do a great job in explaining one feature and you will leave the group wanting to meet with you to talk about what else your company does well.
- Will you be speaking or will you bring a co-worker to highlight a product? Another member of your team, someone who does not frequent the HNG might be intriguing to the rest of the group. We know that you can speak passionately about your business but how do the rest of your team members feel?
- Remember that you will be speaking to the Health Care Networking Group. Some of our members work directly in health care and others peripherally. It is your role to explain why the products and services that you are marketing affect them. In other words. " what does this mean to me".
- Why have you chosen to work for that company? What makes them special?
- What does your company do differently from others? What makes your products and services stand out?
- Have you made recent improvements, acquisitions?
- Do you have any upcoming events to promote?
- Will you be using any audio/visual aides? *Please connect with Mary Amonitti or Sam Crossley to ensure that they will be available at your venue.*
- Will you be providing a light breakfast? *This is not mandatory, but if you plan to do so, please connect with Mary Amonitti or Sam Crossley to coordinate efforts.*
- Will you have any materials to distribute? Average attendance for HNG ranges between 50-75 per meeting.

These are just a few questions to think about when crafting your presentation. Please use the contact information below for any additional questions. We look forward to hearing your presentation.

**Mary Amonitti (Events Chair) - 843-540-4901**  
**Sam Crossley (President) - 912-629-2263**

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