

## **Small Business Tuesdays: Information for Prospective Presenters**

Thank you for your interest in the Calgary Public Library's Small Business Tuesday program. This guide provides a basic introduction as to what this program entails.

### **What Are "Small Business Tuesdays"?**

Small Business Tuesdays are free library programs that help entrepreneurs investigate, start, or operate a small business. Taking place every Tuesday night, they are commercial-free learning opportunities for the community. Programs commonly feature expert guest speakers, research presentations, or drop in one-on-one business research support.

Currently, Small Business Tuesdays take place between 6:30-7:45pm at the downtown Central Library (616 Macleod Trail SE). Guest presentations are often 1 hour seminars followed by a 15min question period. However, interactive formats are also accommodated. Presenters are required to be present 30min before their session takes place.

### **Who Attends "Small Business Tuesdays"?**

Attendees of Small Business Tuesdays represent a vast array of industries, ages, genders, and citizenship statuses. In general, most attendees will be between the ages of 25-55 years old and the majority will be either investigating business ideas or within the first few years of operation (i.e. Start-ups). A small number of attendees have been in operation for several years, but almost all attendees will be either "solopreneurs" or micro-businesses with few employees. On a typical week, attendance ranges from 25-35 entrepreneurs, but popular topics can draw more than 50.

### **What Topics Are Popular?**

Presentations typically focus upon highly practical topics that are of great interest to start ups and micro-businesses. Due to the array of industries represented, topics are commonly (but not always) general in scope. Industry specific topics are sometimes considered. Examples of topics include:

- Starting A Business
- Marketing/Promotions
- Customers/Competitors
- Business Research
- Networking
- Registration/Licenses
- Entrepreneurship
- Business Planning
- Business Taxes
- Business Law
- Financing
- Sales
- Financial Management
- Revenue Generation
- Insurance/Risk Management
- Business Structures
- Community Resources
- Special Topics, ex: E-Commerce

### **How Are Presenters Recognized?**

Presenters are recognized in the program's description (online, program guide, flyers, posters) and on the day of the program. Presenters volunteer their time and are thanked for their community service.

### **What Does The Library Look For In A Presenter?**

Presenters must be credible experts in their presentation topic. For example, a presenter may have a business related to the topic, related education or credentials, or an esteemed history of teaching the subject. Unless the topic permits, the library prefers to host presenters with several years of experience.

### **Does The Library Have Any Special Policies?**

Library programs are commercial free learning opportunities for the community. Business solicitation is not permitted. This includes overt or subtle sales solicitation, systematically gathering attendee contact information, or encouraging attendees to self-subscribe to contact lists for resources or supports.

The Library encourages presenters to introduce themselves and have business cards on hand. Program related handouts and the program PPT may include the presenter's company logo and contact information. Attendees are permitted to follow up with a presenter post-presentation.

### **How Do I Become A Presenter?**

Library programs are planned several months in advance. Contact us to discuss your interest, proposed topics, and expertise:

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