



NSBA Breakfast Presenter FAQ

Phone 306.242.3060 Fax 306.242.2205

Email info@nsbasask.com

#9-1724 Quebec Avenue,
Saskatoon, SK S7K 1V9

Why present at an NSBA breakfast?

Operating since 1965, the NSBA “serves, promotes and protects” business. The organization’s credible reputation reflects positively on those selected to speak to its members. Being invited to present at an NSBA breakfast is a unique opportunity for speakers to elevate their profiles as subject matter experts, bring awareness to Saskatoon’s leaders, managers, and entrepreneurs of matters which influence businesses’ success, and be (and be seen as) valued contributors to the economic well-being of Saskatoon and area.

How are presenters identified, selected and scheduled?

The Regular Programming Committee, composed of NSBA members and supported by staff, meets regularly to plan upcoming events. Considerations include topic and/or presenter relevance to NSBA members and organization’s current strategic plan and policies.

Prospective presenters may be identified based on those priorities. They may then be approached by either NSBA staff or by a member of the Regular Programming Committee. Additionally, expressions of interest in presenting will be reviewed at the Committee meetings. (See “[How do I apply to be a presenter?](#)”)

NSBA Members (especially regular event attendees) and sponsors may be favourably considered as speakers. The Committee attempts to ensure that speaker or topics are not repetitive and as such a presentation that would otherwise be seen as valuable to the NSBA membership may be postponed until a later date.

How do I apply to be a presenter?

1. Complete the online “[Presenter form](#)”;
2. OR approach one of the Regular Programming Committee members;
3. OR Contact the NSBA office:

info@nsbasask.com

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What should the topic and presentation focus on?

Presenters are asked to avoid being “sales-ey” and respectful of competitors, while providing insight and information of value to the general business community. Attendees should take away one or two memorable “nuggets” that are food for thought and/or action within their own businesses.

Speakers are encouraged to provide contact information via print material at tables or on a PowerPoint slide to make it easy for attendees to follow-up with them directly.

What does NSBA need from potential and confirmed presenters?

A brief speaker bio and overview of the proposed presentation is essential for selection, scheduling, promotion and online registration. Recommended is completion of the “[Presenter Form](#)”. Alternatively, material can be emailed to the NSBA office info@nsbasask.com.





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Visuals have promotional impact! Digital images – logo, speaker photo and/or 30 – 60 second cell phone video - can be emailed to the NSBA office at info@nsbasask.com.

How is presenter's bio and presentation overview used?

1. To structure the online registration page
2. For all promotion by the NSBA
3. For presenter introduction by the breakfast host

By when does the NSBA office need presenters' info?

The sooner the better! The Regular Programming Committee needs it for selection and scheduling. Those typically occur 2 – 3 months prior to the anticipated presentation date. Once the presentation date is confirmed, information and any digital images should be provided at least 5-6 weeks prior to the presentation to ensure ample time for promotion.

How are the breakfast presentations promoted?

The NSBA promotes breakfasts, and prompts registrations, through their "[Upcoming Events](#)" webpage and via Tuesday e-mail blasts to members. Additionally, upcoming events are showcased in NSBA-prepared PowerPoint presentations displayed at other NSBA events.

How can the Presenter add value and increase attendance leading up to the event?

Presenters are recommended to directly invite those who are involved with - and interested in – presenters' message. Included may be current and prospective customers, employees, suppliers, professional service providers (lawyers, accountants, bankers, etc.).

By providing the link to their specific presentation page, the speaker can make it easy for people to learn about and to register for the event. Once the NSBA staff has set up the event on the "[Upcoming Events](#)" webpage, clicking on the "LEARN MORE" bar at the bottom of the announcement box leads to the information and registration page.

Posting the event info, registration link, and video on social media is a great way to expand the reach, and to amplify the event's positive impact on the presenter's reputation.

Why should a speaker self-promote their presentation?

Promoting their upcoming speaking engagement via personal and business networks via traditional and social media helps drive attendance while raising the profile and credibility of the speaker. Large, diverse audiences create rich networking experience for attendees, demonstrates value that NSBA provides to members and the broader business community, and spreads awareness of presenters and their businesses.

When and where are the breakfasts?

Usually the breakfasts are on the 2nd and 4th Fridays monthly, 12 months a year at the Saskatoon Club (417 21st St E.). Venue and scheduling exceptions, including those due to statutory holidays, are publicized on the NSBA's "[Upcoming Events](#)" webpage.





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Who generally attends the breakfast presentations?

A wide range of Saskatoon businesspeople, typically including entrepreneurs and low- to mid-level managers.

How many people attend the presentations?

Attendance varies but is generally 40 to 80 people.

As the speaker, do I need to register for the event?

No. The NSBA still will automatically include you in the head count for the Saskatoon Club. Thus, for attendance where you are presenting, you won't be charged. However, you do need to register any guests from your company that plan to attend (who will be charged).

Do I need to have a PowerPoint Presentation, and should I bring a laptop?

Many presenters like to have a supporting PowerPoint presentation. Best practice is to transfer the PowerPoint to a USB drive and bring it to the breakfast. You are not required to bring a laptop or pointer/clicker. It is recommended to have at least a single slide showing the presenter's contact information.

Should I bring any marketing material/ giveaways?

Some like to leave business cards or print materials on each table for take-away by attendees. Door prize draw items are popular, welcome and can either be brought to the breakfast or dropped off at the NSBA office (Canadiana Business Centre, #9 - 1724 Quebec Ave.)

Do I present during breakfast?

You will present following the breakfast. The typical agenda framework is as follows:

- 7:00 Saskatoon Club doors open
- 7:11 Coffee/Networking
- 7:25 Attendees begin seating
- 7:30 Welcome by the meeting host
- 7:35 Buffet breakfast begins
- 7:50 Attendee self-introductions
- 8:00 Host introduction of speaker & Presentation – Approx. 15 minutes
- 8:15 Q&A – Approx. 5 minutes
- 8:22 Announcements, Community News, Other Business and Door Prize Draw
- 8:30 Wrap up with a joke or inspirational thought

Do I need to use the microphone during my presentation?

Yes, all presenters should use the microphone provided in order to ensure that all guests can hear properly. With large crowds, it may be hard for those in the back to hear regardless of whether those in the front can. If presenting as a panel, two microphones should be provided: one for the moderator and one for the person answering the next question (or one for the current speaker and one for the next speaker).

