



Technology Alliance Group Product Day Presenters Information

Introduction and Benefits

Presenting at a TAG Product day provides the following benefits to presenters.

- Providing company exposure to a large audience of key Information system providers and decision-makers
- Enabling contact with key Information system providers and decision-makers
- Business development opportunities
- Being recognised as having expertise in key areas
- Business relationships being formed with members, affiliates and sponsors of TAG

Presentation Overview and Content.

The theme here is to showcase new product and service offerings which are relevant to members. We have found from experience that previous presenters have derived greatest benefit where presenters have used the following guidelines. These guidelines are aimed at providing our attendees with the most applicable information, and presenters with the greatest return on their time.

- 1) Research your target.
 - a. Review the information on the TAG website (www.tag.org.au) for an overall profile of members.
 - b. Briefly review the web sites of member organisations, and affiliates.
 - c. Consult with a member or three on what they are interested in obtaining from your presentation.
 - d. Consult with the Product Day Co-ordinator
- 2) Provide Attendees with information packs or presentation material to take away. Often attendees are merely representing an organisation and are responsible for presenting the information to others.
- 3) Keep presentations concise and to the point.

The product or service must be of interest to the general membership. It is not essential for the product to be accounting based. In general they are interested in specific information of a succinct nature which may be easily digested, and passed to other staff in their organisation, or clients. In general attendees at sessions are the owners of the organisations represented, or a significant decision maker thereof. Presentations should not be hands on, except where necessary to highlight a point made in the presentation.

Presentation Categories

Product related Vendor Presentations – A vendor is presenting on a product or service which they own or represent at a high level. In essence it is of benefit to the vendor to be able to present to the members, as you may expect to receive a return for their time from increased sales. (An example of this might be presenting the new features of yet to be released software version.)

Non - Product related Vendor Presentations - Where vendors present on a topic which does not involve product related information (or is not significantly product related) but is of a generic nature. (An example of this was a presentation by Wage Easy on new Leave Umbrella legislation – it was valuable information but was not specifically product information). The benefit to the vendor is in raising the profile of their organisation to the members. The presentation fee may be waived if it is deemed that topic is of sufficient educational value.

Delivery and Facilities

It is preferable that presentations be powerpoint or some other audio/visual method of presenting. Presentations should be provided Event Co-ordinator (events@tag.org.au) for distribution to the members after the event. A projector will be made available for presenters to run their powerpoint presentations. Presentations will be distributed to attendees at the discretion of the presenter.

The room will be set up in theatre style. A light lunch will be served and the members will be encouraged to spend time with the presenters. This is the opportunity for presenters to give a “hands on” presentation to the members, if appropriate.

Presentation Fees

\$100 ex GST for non-members (\$50 ex GST for members) per 40 minute presentation. This fee covers your lunch and you are welcome to stay for the other sessions that day.

Fees are to be paid to the TAG Treasurer on acceptance of application by the executive. When this is done an Invoice will be forwarded to the applicant with payment details attached.

Payment must be received by the Treasurer to confirm your the booking is committed. Failure to pay within 7 days of invoice may result in forfeiture of presentation booking.

Note: where these presentations are made by members at the request of members and in the place of vendors, the presentation fee may be waived. (An example of this may be a presentation of Microsoft Retail Management System by a member, and not Microsoft)

Interested in presenting

If you are interested in presenting then you should complete attached Presentation Information Sheet, and return it to the Product Day Co-ordinator (events@tag.org.au) as soon as possible. Presentations are organised immediately after each meeting, so presenters should apply early.