



## Technology Alliance Group Training Day Presenters Information

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### Introduction

The aim of the Tag Training Day is to provide attendees with information that will enhance their business offerings.

### Presentation Overview and Content.

The theme here is to provide information with an emphasis on education to attendees. **We also hold a Product Day for the purpose of sales, or information sharing and/or gathering nature. If your presentation is of this nature then please discuss this with the event Co-ordinator.** The criteria for Training Presentations is that members should derive real benefit from information presented which may be used to enhance their business offerings. 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](http://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 Event 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.

The product or service should 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 may be hands on, as required.**

### Presentation Categories

**Product related Training** –Training on a product or service. In essence it is of benefit to the member (An example of this might be presenting the new features of a package with a high proportion of actual software usage as opposed to powerpoint slides.)

**Non - Product related Training** - Where training on a topic which does not primarily involve product related information (or is not significantly product related) but is of a generic nature. (An example of this was a presentation on the usage of Time management and billing systems by a member even though they were based on Legrand, and Sybiz Vision – It was valuable information but was not specifically product information).

**Other business improvement presentations** – these may include but are not limited to topics such as sales and marketing strategies, legal and contractual practices, business systems, and business coaching and development.

## **Delivery and Facilities**

Please provide the Product Day Co-ordinator with you requirements of Facilities for your presentation. It is preferred that any Powerpoint presentations are made available for distribution attendees at your discretion.