

ALL ACCESS

EXPERT ADVICE
PROGRAM



WOULD YOU LIKE TO JOIN WESK'S ROSTER OF EXPERTS?

The All Access Expert Advice Program is an exclusive opportunity for WESK members to meet with our roster of local business experts. The objective of All Access is to educate and provide necessary guidance to WESK members as a complement to our WESK Business Advising services.

WESK is looking to expand its roster of experts and invites you to submit an application. As an All Access Expert, you'll be required to offer advice, knowledge, and strategy to help our members start, build, and grow their businesses.

WESK's All Access Expert Advice Program includes experts from marketing, legal, and accounting industries. Appointments are one-on-one and one-hour in length and take place every Tuesday afternoon. Experts from the above industries rotate through our offices on a monthly basis.

EXPERTS WANTED

INTERESTED? READ ON!

WESK requires at minimum, an investment of one afternoon (1pm-4pm) between September and June. Additional commitment is welcomed and encouraged. All dates will be confirmed for the season by September 31, 2019.

READY TO APPLY?

Please complete the application and return via email to:

Josie Fries, Marketing Coordinator
jfries@wesk.ca.

We are seeking dynamic, engaging and knowledgeable presenters on a volunteer basis for the upcoming training year (September-June).

Audience

The primary audience consists of WESK members, aged 24-55 years. Presentation content and instruction should be geared to a level that is appropriate for the target audience.

The WESK audience will include members who are in the idea, start-up, and growth stages of business, many of whom want to develop their competencies, knowledge and technical skills to build and grow their businesses. Your presentation's objective is to enhance the attendee's capacity to learn and explore topics connected to, but not limited to, the areas of Marketing, Small Business Accounting & Bookkeeping, Business Growth/Sustainability, and General Business.

Criteria (Webinars & Luncheons)

Proposals are solicited for 50-minute presentations that are creative, dynamic, and feature best practices in one of the previous stated topic areas. The presentation time-frame will include introductions, presentation material, and a question and answer session. Attendees should leave with specific knowledge and skills about various aspects of the topic and how it relates to their future business development. Presentations should provide attendees with educational value and refrain from promoting a specific business, product, or service; unless approved by a WESK Manager.

Criteria (Workshops)

Proposals are solicited for workshops that are creative, dynamic, and feature best practices in one of the previous stated topic areas. These workshops may range from 1 hour to a full day. Time-frame will include introductions, presentation material, and a question and answer session. Attendees should leave with specific knowledge and skills about various aspects of the topic and how it relates to their future business development. Presentations should provide attendees with educational value and refrain from promoting a specific business, product, or service; unless approved by a WESK Manager.

If you have a topic that is leading edge and within the area of focus but is not part of the list above, we encourage you to submit your idea for special consideration.

SUBMISSIONS

All information must be submitted via email to:

Diane Souillet

Training Coordinator, WESK

dsouillet@wesk.ca

Submitting the Workshop Abstract

Presentation abstracts are submitted via email. You must complete a separate abstract for each distinct presentation you wish to submit by the date listed above.

Applications will be reviewed and considered as received. All applicants will be notified of acceptance, regret or wait listed within 30 days of application submission. Please allow for a minimum of three (3) months notice between time of submission and presentation delivery. Presenters are encouraged to upload a photograph and a biography at the time abstracts are submitted. Biographies are limited to a maximum of 100 words. The goal of the presenter biography is to provide us with a high-level view of your career and your major accomplishments. Photographs and presenter biographies will be included in our marketing material.

Bio Guidelines

- Full name, current job title and organization's name
- Description of your role in the organization and the products/services it provides
- Highlights from your career as it relates to your current position
- Key civic activities and personal interests
- Degrees, certifications, awards, honours and authored publications

Photo Guidelines

- High resolution 300 dpi JPEG file

Submitting the Full Presentation

Upon acceptance, a PowerPoint presentation template will be provided (if needed) for the creation of your presentation to be delivered at WESK offices. Also, a speaker agreement and disclosure form will be given.

PowerPoint presentations should accompany you the day of the presentation, either through a USB or use of your personal laptop. Please note that we are not suited for Apple products, therefore any connections you may need will fall at the responsibility of the presenter.

PRESENTATION FORMATS

A variety of presentation formats are desirable throughout the year and may include lecture format, panel presentation, or roundtable discussions. Handouts may be appropriate depending on the complexity of the topic. **Presenters are responsible for providing copies of presentation handouts and any equipment (other than a PC laptop) that will be used during the presentation** (*unless arrangements have been made prior to the presentation*).