



VCG Operational Excellence Webinar Series: Call for Presenters

Since 2006 VCG has hosted a free online Webinar series targeting staffing and recruiting management-level professionals who are looking for the means to make their staffing or recruiting company invaluable to clients. The crucial factor is Operational Excellence - which will unlock maximum value for you in growth, sales effectiveness and profitability.

We have had subject matter experts in sales, operations management, financial management, mergers and acquisitions, and more present. We have also hosted industry experts from Staffing Industry Analysts, the American Staffing Association, and other sources as they weigh in on the economy and other issues relevant to the leadership of staffing and recruiting firms.

Would you like to share some of your expertise with staffing and recruiting management professionals as this elite group has?

VCG's Webinars are presented free of charge to all registered attendees. They are typically scheduled every other month and promoted via the Internet. The presentations are for one hour.

As a presenter you would benefit in being able to deliver your expertise to an audience that may also be interested in learning more about your services or products. However, critical to the success of these presentations is the neutrality in which they are delivered. The events are not to be overtly self-promotional, nor should they specifically promote any firm's products or services. It is acceptable to close your presentation with a call-to-action for audience members to request additional information from you regarding your own products and services. As a subject matter expert, presenters should bring ideas, concepts, and other factual matters to light that attendees can then execute in their own manner.

If you are interested in being a VCG Operational Excellence subject matter expert presenter, here is how to apply and what is required.

1. To apply, send us your proposed topic for presentation, along with at least three-to-five benefits that attendees could expect to gain from seeing your presentation.
2. We'll discuss your presentation with you, and, if your topic is accepted, begin scheduling and other arrangements needed to produce the event.
3. **PRODUCTION DETAILS:**
 - a. Provide a small photo and short bio of you for us to use in the promotion.
 - b. Provide an article (700-to-1000 words) based on your topic for our first-of-the-month eNewsletter that serves to promote the Webinar. The article is posted to our site http://www.vcgsoftware.com/newsroom-Operational_Excellence.asp and will include links to your site as necessary.
 - c. The Webinar will be promoted in the VCG eNewsletter and in several subsequent emails to our list of about 7,000 staffing and recruiting contacts. We may also promote it by other means.
 - d. GoToMeeting (<https://www2.gotomeeting.com>) is used to produce and present the Webinar. It works anywhere you have an Internet connection. You can use a phone connection for the audio conference or VOIP through your PC.
 - e. We will provide an MS PowerPoint template for you to use to develop your presentation. Your presentation should be timed for about 40-to-45 minutes.
 - f. Webinars are recorded and posted for others to view following the event at http://www.vcgsoftware.com/newsroom-Operational_Excellence.asp
4. **CONTACT:**
 - a. Phil McCutchen, Marketing: pmccutchen@vcgsoftware.com | 770-246-2319