



# *Be a Round Table Champion!*

By Championing a Western Council Round Table at your offices, or a meeting space you provide, you have a great opportunity to address hot topics, engage your in-house talent, connect with others, and enjoy the spotlight.

As Champion, you will select a topic or topics of high interest, then host by providing/arranging for:

- a conference room or meeting space to accommodate at least 20 registrants (or up to 60)
- coffee and breakfast breads for Continental breakfast
- table tents for attendees (I will send you the master)

Contact me once you've arrived on a topic(s) you think is appealing to the industry and would draw a sufficient audience. We will discuss the format you have in mind. You'll want to start with something to "trigger" discussion, for example: a panel; study results; a nightmare, stellar or unusual project, case, or issue; thought-provoking questions; a unique approach or technology; etc. - there are so many possibilities! Then you will prepare some discussion-stimulating "seed" questions.

Send me date(s) that are convenient for you. I will check for any industry conflicts, then we will pin down the exact date. Most Round Tables are in the morning preceded by a 30-minute period for registration, Continental breakfast, and networking starting at 8, 8:30, or 9 AM. The Round Table program is usually 2 – 3 hours depending on format. Let's pin down exact timing as soon as possible.

Once topic, date and timing are finalized, send me information on your topic, format, moderator, and other participants, to help me create the program flyer. Together we will come up with an appealing and clever title. (If you wish, prepare "Points To Ponder" to share with registrants in advance.)

I will prepare the flyer, post it on the Western Council website, and send you a pdf version for you to send to your clients, prospects and other contacts in the industry. Western Council will also send out regular e-notices about the Round Table with links to the flyer on the website.

I will process registrations and e-mail you the Sign-in Sheet and table tent masters the day before. You will mail me the completed sign-in sheet following the Round Table.

Whenever possible, we will try to have an additional Council representative attend to help welcome attendees and answer questions about Western Council.

Again, we are delighted to have you champion a Western Council Round Table. Please call me with any questions.

Warm regards,  
Valerie Largin, Programs Director  
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