

Preparing for Your Presentation

So that we can work together to make your presentation successful,
Here is some background about the WBEA and its members, and
Instructions about the speaker's program process.



Women's
Business
Enterprise
Alliance





ABOUT THE WBEA AND ITS MEMBERSHIP

Thank you for your interest in sharing your knowledge with the members of the Women's Business Enterprise Alliance. We have a strong commitment to developing our members to become the preferred suppliers of organizations everywhere. While WBE certification is not required to present to our members, we seek it first. We welcome, however, those speakers who, while not members, offer particularly beneficial programs and encourage them to contact us with their proposals. We sincerely hope that the following information will help you tailor and successfully deliver your program.

Mission Statement

Our mission is to increase business opportunities for women-owned businesses and provide qualified suppliers to buyers.

About Us

The Women's Business Enterprise Alliance WBEA serves women-owned businesses in 94 Texas counties. Women-owned businesses comprise one of the fastest growing segments in today's economy. During the past 10 years, the number of businesses owned and operated by women has increased substantially, creating new jobs, generating unique opportunities, and fostering a resurgence of the entrepreneurial spirit in the marketplace.

The WBEA, a nationally-recognized purchasing council, is a pacesetter in helping women business enterprises grow and develop. WBEA is strongly committed to increasing opportunities for women-owned businesses and providing qualified suppliers to corporate and government purchasers. Headquartered in Houston, the Women's Business Enterprise Alliance serves a 94-county region with programs, activities, and educational opportunities designed to support and promote women-owned enterprises. As an affiliate of the Women's Business Enterprise National Council (WBENC), WBEA serves as the third-party certifying organization for women-owned businesses in the 94 counties. Businesses that are at least 51% owned by a woman and meet specific criteria as outlined by the WBENC standards and procedures are eligible for certification -- a designation which is recognized and required by most major corporations and governmental agencies as a purchasing criteria.

Established in 1995 as the Houston Women's Business Council, the renamed organization, now known as The Women's Business Enterprise Alliance works to increase the opportunities and growth of women-owned businesses. WBEA members are actively involved in developing programs and designing activities that meet the specific needs of women-owned enterprises. Since its inception, the organization has doubled its membership, established scholarship and mentoring programs, and has become one of the nation's leading certifiers of women-owned businesses.

Staying ahead in today's fast-paced market requires technical know-how and business savvy ... and WBEA helps its members meet these challenges with proven tools, techniques and solid solutions.

Partnering and networking, forming alliances and building businesses – that's what WBEA is all about.

The Benefits of Membership in the WBEA

Women's Business Enterprise Alliance (WBEA) is committed to the success of all women-owned businesses, regardless of the company's size, industry, product line, or services offered. WBEA provides the support and tools required to create opportunities for women-owned businesses as well as corporate and governmental agencies seeking to expand their supplier base. Gaining access, building alliances, and developing strong enterprises in today's marketplace are the pillars upon which WBEA has established its foundation.

Woman Business Enterprise (WBE)

- **WBE Certification**

A recognized and accepted designation for businesses that are at least 51% owned, managed and controlled by a woman or women

- **Corporate Contacts**

A listing of local and national corporate and governmental representatives, purchasing agents and end-users of goods and services

- **WBE Contacts**

A listing of all certified women-owned businesses that are members of WBEA within the 94-county area

- **Executive Scholarships**

A program that awards scholarships to women business owners and/or their executive staff to attend educational enrichment courses or programs that would enhance their overall effectiveness in the business

- **Business Skills Enrichment**

On-going educational programs and activities designed to build business skills and technical capabilities in a variety of areas including management, marketing, finance, and technology

- **Mentoring**

A program by which members can be mentored through a woman to- woman relationship or by a corporate member

Corporate & Government Members

- **Access to certified women suppliers**

A directory of certified WBE's who supply an array of goods and services to expand and diversify the current supplier base

- **Buyer Workshop**

An annual session designed to help buyers create and implement successful supply chain management strategies geared towards the inclusion of WBE's

- **Recognition**

Annual awards presented to recognize those corporations and governmental agencies for their efforts in supporting the growth and development of women-owned business

- **Supplier Diversity Network**

On-going interaction among corporate and governmental agency representatives who are involved in supplier diversity and supply chain management, exchange valuable information, and expertise

- **Mentoring**

Offers opportunities for corporations and governmental agencies to assist one another in developing and promoting supplier diversity programs within their organizations

Corporate Sponsors

Baker Hughes	KBR	Pennzoil-Quaker State
Banco Popular	Houston Business Journal	Company
Bank One	Houston Independent	Port of Houston Authority
Caremark	School District	Reliant Energy
Chevron	IBM	Shell Oil Company
ConocoPhillips	JP MorganChase	Schlumberger
Continental Airlines	Lubrizol	UPS
Dynegy	Marathon Oil Corporation	University of Houston
Enterprise rent-a-car	Masterfoods USA	Clear Lake
ExxonMobil	The University of Texas	Women's Enterprise
Fluor	MD Anderson Cancer	Whitney
Frost Bank	Center	
Halliburton	Pantello	

Standing Committees

Certification Committee

Reviews applications, conducts site visits, and recommends action in accordance with the national certification standards set by the Women's Business Enterprise National Council

Corporate Advisory Committee (CAC)

Ensures that supply chain management strategies with corporations include WBEs and provide opportunities for growth and development of women business owners

Education Committee

Surveys WBEA members to determine their needs and interests and plans workshops, seminars, and training sessions to enhance business skills

Events Committee

Plans and coordinates WBEA events luncheons, breakfasts, and other networking opportunities

Membership Committee

Works to increase membership through effective recruitment campaigns and retention efforts

Women's Input Committee (WIC)

Serves as the voice of the woman business owner to ensure that the needs and interests of WBE's are being served through the various programs and activities of the organization

Contact Us

Women's Business Enterprise Alliance
Enterprise Bank Building
1900 North Loop West, Suite 270
Houston, Texas 77018-8100
713-681-9232
713-681-9242 (Fax)

For information on certification as a woman-owned business contact:

Susan Repka
Executive Director
(713) 681-9232, ext. 12
srepka@wbea-texas.org

Mariela Gonzalez
Certification Manager
(713) 681-9232, ext. 24
mgonzalez@wbea-texas.org

Brittany Patterson
Opportunity Development Manager
(713) 681-9232, ext. 11
bpatterson@wbea-texas.org

For request or information regarding events or for press inquiries, contact:

Marketing and Events Coordinator
(713) 681-9232, ext. 13
events@wbea-texas.org

For accounts payable/accounts receivable, contact:

Dinah Dawson
(713) 681-9232, ext. 15
acct@wbea-texas.org

For information about becoming a Corporate Member, contact:

Susan Repka
Executive Director
srepka@wbea-texas.org

For all other information, contact:

Women's Business Enterprise Alliance
(713) 681-9232
admin@wbea-texas.org

The WBEA Presentation Process

Your Proposal

The Education Committee welcomes proposals for our Educational Encounters. While we are particularly interested in programs that will help WBE's develop successful businesses, we also encourage sessions that are informative about other topics, helpful in meeting life's challenges, or simply fun. All should be interactive, engaging, and educational.

Your proposal should include the name of the topic, the objectives of the presentation (what WBE's will be able to do when they return to their companies following your program), a brief description of your content, any special requirements, a description of participant materials, if any, and a market ready biographical sketch.

Your Audition

In reviewing your proposal, Committee members will consider the extent to which it meets the needs of WBEA's constituents. If it appears to, we will ask you to deliver a ten-minute segment of your presentation to the Committee at the WBEA offices. This snapshot of your program should consist of an actual piece of your content, delivered as if you were in front of the actual audience. Following this introduction to you and your material, the Committee will complete a Speaker Audition Evaluation as shown in this Kit. We will notify you within 24 hours of the outcome of that event.

Your Presentation

The Speaker Audition Evaluation may indicate that your program is right for our members with no further changes. Another outcome could be a recommendation that you slightly tailor your material for our audience. That may appear to sound like a significant demand for a program you deliver for free. Our goal is that your presentation is well-received and its concepts and practices be immediately applicable to our members. We want them to be able to leave the session using what they have learned. Your willingness to provide that small extra customer focus will provide the best possible publicity for you while simultaneously benefiting our members. We ask that you complete the Speaker's Support Checklist included in this Kit so that we may ensure that we have everything you need right at your fingertips.

We expect you to arrive at the meeting site 45 -60 minutes prior to the event's starting time. We have provided a map of the area for your convenience. When you arrive, a Committee member will greet you, escort you to the meeting room, and assist you. You should bring with you copies of any participant materials. If you are using a PowerPoint presentation, you must send an electronic copy of the presentation to Donna Arnett at Chevron (LWOO@chevron.com) two days prior to the event. It must be loaded onto their system beforehand. You will not be allowed to use your own computer. We typically provide a meal and 15 minutes or so for attendees to begin eating. At that point, we will encourage you to start your delivery. We will provide participants evaluation forms at the outset of your talk so that they can complete them carefully as they go along, rather than hurriedly sketching a more limited amount of information.

Additional Information

Again, we welcome your proposal and look forward to your session. Thank you for sharing your knowledge with the Women's Business Enterprise Alliance and its guests.



Speaker Audition Evaluation

SPEAKER	
TOPIC	

INSTRUCTIONS:

Please rate the following on a scale of 1 to 5: 1 = weak | 2 = okay | 3=good | 4=very good | 5=excellent

RATING	STANDARD	COMMENTS
PRESENTATION		
	How clearly did the speaker communicate information?	
	How relevant is the topic to the intended WBEA audience?	
	How well did the speaker hold audience interest?	
	How much audience interaction/ participation is included?	
	How much information (or skill building) can the audience take away and use in a practical way?	
	Overall, how effective was the presentation?	
PHYSICAL SKILLS		
	Movement & gestures	
	Body Language	
	Voice	
	Eye contact	
	Face	
	Pace	
	Poise	
ORGANIZATION		
	How well did the introduction establish credibility, gain attention, and provide direction?	
	How easy to follow was the central discussion? (signposting)	
	How clear was the main point?	

Speaker Audition Evaluation (continued)

RATING	STANDARD	COMMENTS
VISUAL AIDS		
	Were the visuals easy to grasp?	
	Were they easy to read or use?	
	Were they integrated into the presentation?	
	How well did the speaker use them to enhance, not substitute, for the presentation?	
LANGUAGE		
	How concise, clear, and vivid was the language?	
	How well was it adapted to the WBEA audience?	

IDEAS AND RECOMMENDATIONS	
One goal of the audition is to help potential presenters improve the quality of their presentations to our members.	
What did the speaker do best?	
What needs the most work?	
What ideas or recommendations do you have that might make this presentation even better than it was?	



Speaker's Support Checklist

SPEAKER		DATE OF PRESENTATION	
TOPIC			

INSTRUCTIONS TO THE SPEAKER:

Please indicate the support you'll need to facilitate delivery of your presentation by entering an X in the box.

X=YES	ITEM
	ROOM SETUP
	One table at the front of the meeting room for your materials. <i>Please indicate size:</i>
	Tables arranged so that 6-10 people can sit and work together in small groups. <i>Or, advise us, please, of the layout you would prefer that promotes participant interaction with you and with other participants:</i>
	Small table for LCD projector <i>or your specific requirement:</i>
	A/V EQUIPMENT
	Wireless lavalier for you
	LCD projector, extension cord, and power strip
	Screen
	Overhead projector
	Markers
	Markers for "clean board"
	Flip chart easels. <i>If yes, please indicate number:</i>
	"Post-It" flip charts. <i>If yes, please indicate number:</i>
	Standard flip charts. <i>If yes, please indicate number:</i>
	Masking tape
	Push pins
	"Post-It Notes" <i>If yes, please indicate number by size:</i>

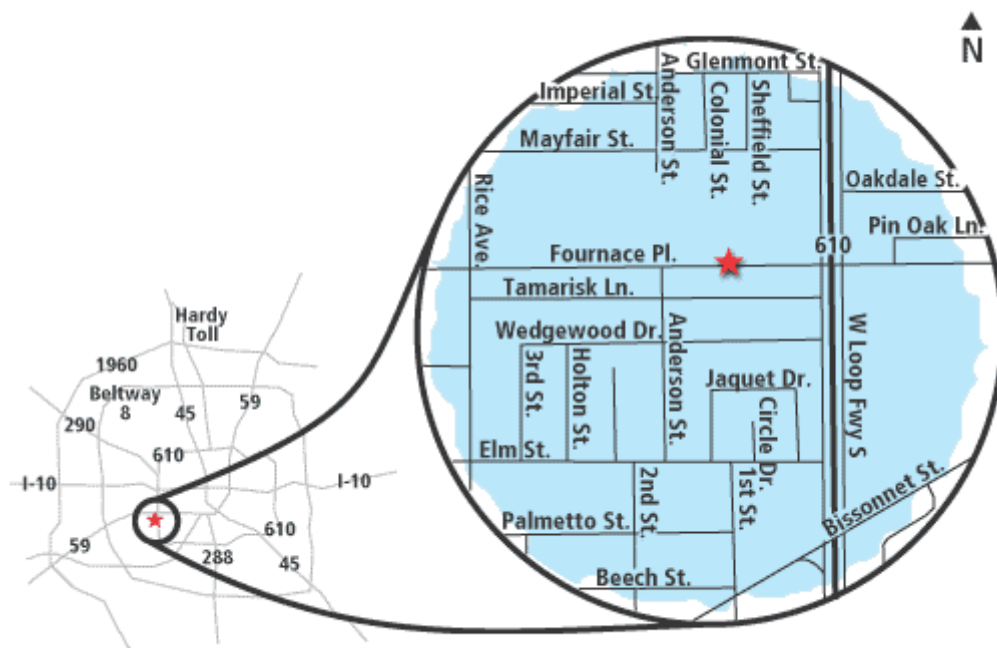
Please confirm that you received this email and return it to me by [insert date within two weeks]. If you need any additional information, please do not hesitate to contact me at [insert Education Committee member's contact information].

Thank you for all of your help!
[insert Education Committee member's name and contact information]

Workshop Map and Timeline

Map to Chevron Bellaire Office Complex

4800 Fournace Place
Bellaire TX 77401
713-432-8000



There is ample free surface visitor parking. We will let you know which room we will be using as we approach the meeting date.

MEETING TIMELINE

The meeting timeline is as follows:

- 10:30 a.m. – Set up speaker's presentation, visual aids, materials, name tag
- 11:00 a.m. – Register participants
- 11:20 a.m. – Open meeting (Make any brief announcements /Welcome speaker)
- 11:30 a.m. – Speaker delivers presentation (Presentation should include interaction with audience)
- 12:45 p.m. – Thank speakers, participants, referring individuals and planners and distribute door prizes

After arriving, attendees will network and eat lunch. Around 11:20, we will make a few announcements and then introduce you around 11:30. You have from 11:30-12:45 to present. We will then hold a drawing for door prizes, make any announcements we did not make earlier, and conclude the meeting.

A WBEA Education Committee member will meet you there around 10:30 to ensure the room and audiovisual equipment are ready. If you need anything, please let us know.



Educational Program Evaluation

Topic _____
Date: _____

Please take just a moment to read the statements below and circle the number on the right that corresponds with your level of agreement or disagreement with the statement. Then answer the questions that follow. We welcome your feedback!

Educational Program Components	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The topic was relevant to my business needs.	1	2	3	4	5
The topic was relevant to my educational needs.	1	2	3	4	5
The presenter clearly communicated the information.	1	2	3	4	5
The presenter held my interest.	1	2	3	4	5
The workshop included opportunity for audience interaction / participation.	1	2	3	4	5
I will be able to go back to my business and apply something I learned from today's presentation.	1	2	3	4	5
It was worth my time to attend today's educational workshop.	1	2	3	4	5

How did you hear of today's event? – Check all that apply.

- Email Website Telephone US Mail Event
- Other _____

What element did you learn today that you can implement today?

Are there topics or speakers you would like to see in the future:

Additional comments:



Educational Program Evaluation

Topic _____
Date: _____

Please take just a moment to read the statements below and circle the number on the right that corresponds with your level of agreement or disagreement with the statement. Then answer the questions that follow.
We welcome your feedback!

Educational Program Components	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The topic was relevant to my business needs.	1	2	3	4	5
The topic was relevant to my educational needs.	1	2	3	4	5
The presenter clearly communicated the information.	1	2	3	4	5
The presenter held my interest.	1	2	3	4	5
The workshop included opportunity for audience interaction / participation.	1	2	3	4	5
I will be able to go back to my business and apply something I learned from today's presentation.	1	2	3	4	5
It was worth my time to attend today's educational workshop.	1	2	3	4	5

How did you hear of today's event? – Check all that apply.

- Email Website Telephone US Mail Event
- Other _____

What element did you learn today that you can implement today?

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Additional comments: