

TOPIC	CATEGORY	KEY GROUP	LOOK FOR SPEAKERS?	WHO COULD BE A SPEAKER?
1 Building Teams that Produce Results	Business Strategy & Planning	Everybody	Schools, Weight Watchers, National Officers, Ambassadors	Coach, Life Coach, Ambassadors
2 Increase your Business Performance by Using Ebay	Entrepreneurial	Entrepreneurs, Retirees	E-bay stores, other e-bay users	E-bay users, authors
3 Customer Service Nightmares & Opportunities	Marketing & Communications	Anyone who has customers	Customer service reps, business college, customer service trainers	Customer service rep or trainers, professionals
4 Providing Constructive Feedback	Human Resource Management	Anyone who has to give feedback	H.R. Professional, H.R. Organizations, college of business school	Instructors, H.R., consultants, authors
5 Business Ethics	Business Strategy & Planning	Business owners, employers & employees, new to job, anyone	H.R. departments, members, legal, attorneys, colleges, state of MI, speakers	members, professors
6 Workplace Interactions	Business Strategy & Planning, HR Mgmt, Business Networking	Everyone who works with other people, professionals or volunteers	Within chapter, HR mgr, community college has a speakers bureau, Toastmasters, Chamber of Commerce	HR Manager, executives, members
7 Dealing with Difficult People	Operations/ Business Networking	Everyone deals with difficult people somewhere	Chamber of Commerce, Colleges, Motivational speakers	coaches, professional motivational speakers, members
8 Effective Interviewing Techniques	Business Strategy & Planning	Business owners, director of dept, anyone looking for a job or different job	Chamber of Commerce, HR Depts., Michigan Works, Employment Office	HR Directors, members
9 What Makes An Effective Executive	Operations/ HR Mgmt	Human resource people, anyone, everyone is an executive of something if they are in a leadership role	speakers bureau, Chamber of Commerce, church, contact business and ask for a director, ask members if they know an executive or any other suggestions	Bosses, church leaders, own members, district officers
10 How I Started My Own Business	Entrepreneurial	Someone who has already started a business, anyone with entrepreneurial spirit	business owner organizations, small business bureau, members, entrepreneur night to showcase your business	members, Automation Alley.com, www.mich.gov, speakers bureau
11 Do's and Don'ts of Email	Operations/Business Networking	All business and retired people	Members, schools, automation alley.com, law firms, could have panel discussion, Geek patrol from Best Buy	Members, schools, automation alley.com, law firms, could have panel discussion, Geek patrol from Best Buy
12 How to Work a Room at your Next Networking Event	Business Networking	Sales, ABWA members, teachers	charities, schools, past ABWA national officers	members, same
13 Mastering Cold Calls	Marketing & Communications	Business owners, sales, HR, alumni, realtors, home sales, newspapers, charities, fundraisers	Dale Carnegie, speakers, specialty groups, top successful home show sales	same
14 Creative Marketing on a Dime	Marketing & Communications	Any owners/committees with a budget, corporate, advertisers	charities, Google, business schools, Chamber of Commerce, Public TV, commercials	same
15 How to Choose the Wine When Dining With Your Clients	Business Networking	Sales, marketing, need to "smooze", business owners and executives, purchasing, pharmaceutical reps, product reps	Schoolcraft College, Wineries, wine distributors, restaurant manager, wine council	aa