



Guidelines for Presenting at *CTAS* Meetings

Thank you for volunteering to present at a *CTAS* monthly meeting. Here are important guidelines for preparing your presentation:

1. Choose a topic which is “general” in nature and applicable to all those serving the senior population. Be creative!

Suggested topics of concern to us all:

- a. Time management
- b. Balance of personal and business life
- c. Keeping the work place challenging/fresh
- d. Best-practice sharing for marketers
- e. Stress-reduction
- f. Establishing priorities
- g. Setting limits/boundaries
- h. Good nutrition and exercise
- i. Disease prevention
- j. Financial planning/budgeting

Suggested topics specific to seniors:

- k. Caregiver support strategies
- l. Knowing local resources
- m. Specific medical topics such as Alzheimer's, arthritis, heart disease
- n. Population demographics for our region
- o. Legislative issues affecting seniors or the senior-care industry

2. Time your presentation to last about 20 minutes. To comply with our non-profit status, use the first 17-18 minutes to present your general topic. At the end, you may “market” your business or organization for the remaining 2-3 minutes.
3. When possible, include audience participation activities and engaging visuals.

THANK YOU for your effort. If you have questions, please don't hesitate to contact one of the Meeting Presentations coordinators listed on the Serve page of the *CTAS* website at www.CTASrs.org/serve.php.