



Chapter Focus

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Train-the-Trainer at BCMC

Members from each and every SBCA Chapter have given at least one educational presentation. They will vary in size and frequency, but all sessions have some fundamental traits in common. They all come down to the same goals and objectives – reaching an audience and conveying pertinent and useful information.

But regardless of how well we know our jobs, most members are hesitant to give their first presentation. Like all uncharted territory, the fear of the unknown is a challenge. What everyone hopes to learn by doing, however, are the ways to make presentations easier on the presenter while increasing their value and appeal to the audience. And that's where Train-the-Trainer comes in.

At BCMC 2012 in New Orleans, we'll have two opportunities to learn from our chapter experts. The first session will focus on the mechanics of presentations; the second session will be a run-through of a popular Component Technology Workshop (CTW) presentation.

The BCMC Committee is asking that **every** SBCA Chapter send a representative to Train-the-Trainer, and they will be calling all chapter presidents to make this request in person. This may be the single-most important investment in your chapter's educational programs that you can make this year.

Why All Chapters Should Send a Representative to Train-the-Trainer

Attendees will learn:

- Effective ways to present material
- Answers to common questions

Experienced peers will share tips and strategies for:

- Engaging the audience
- Handling difficult questions

The session will help everyone be:

- More comfortable with the material
- More relaxed in front of a group
- More eager to deliver presentations locally

**Train-the-Trainer will Help Every Chapter
Educate, Communicate and Build Community**

Furthermore, if your chapter has a skilled presenter who you would like to recommend for the panel, or if you would like to participate directly in the sessions yourself, please [let us know!](#)

Focusing on education, this year's show is the place to be this fall:

BCMC 2012
Plan, Perform, Achieve
Wednesday, Oct 17 – Friday, Oct 19

Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA

If you have any questions or suggestions for the sessions, just let us know. And be sure to visit bcmcshow.com for updates!

Questions? Additions? Contact Anna L. Stamm, 608/310-6719 or chapters@sbcindustry.com.

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