

*Please prepare a tip prior to attending a meeting. Attendees have four minutes to share.*

*Guests may share a tip if time allows.*

**What makes a great tip?**

* Be educational and not self-promotional. This is not a commercial about your company.
* Share information that is new and not well known outside of your discipline.
* Stick to one clear “big idea.”
* Include sources to back up all research and statistics.
* Stay within the four-minute time limit when sharing your tip.

**What is your name and title, and what does your company do?**

**One sentence BIG IDEA:**

**Why is this relevant to marketers?**

**What are your tips or recommendations for attendees?**

**Relevant EXAMPLES:**

**Challenge for Attendees:**

**Sources:**

**Relevant hashtags:**