**Principal Solar Institute Conferences –**

“Straight Talk” for Solar Professionals

The **Principal Solar Institute** (<http://www.principalsolarinstitute.com>) is a community for solar installation professionals and developers who make system component design recommendations and purchasing decisions in the commercial and utility markets (more than 25 kW total size).

* Members must have selected or sourced **more than $100,000 of solar system components** within the **past 12 months**

We organize and host monthly, **30-minute hosted webinars**.  We currently offer two series:

* **"Straight Talk"** - a single vendor presents their product, what is new, and where they are the best.  This is not a typical sales pitch, as the presenter must be a technical expert who can support all claims with data and be able to explain the source of the data in detail to an audience of skeptical experts.
* **"Around the Corner"** - these webinars discuss topics that will affect commercial projects within a year, for example, government regulations, utility and permitting issues, finance and legal changes, and market trends.

# What is the “Straight Talk” Online Conference Series?

The “Straight Talk” Webinar format is a “Peer-to-Peer” discussion between a vendor and prospective buyers - no sales-jargon or unsubstantiated marketing claims. Both the audience and presenter are professionals who are looking for long-term, mutually-beneficial business relationships.

The Principal Solar Institute community is technical, experienced, and skeptical of new things.  For this innovative online conferenceformat, vendors can only use their best technical people to present their products.  The audience will be tough and will expect straight answers that are technically sound, but if they like the product after it passes through the “Straight Talk” series then they will likely try and buy it. Otherwise, they will give you honest feedback on what is wrong with your product / sales pitch compared to the market place - valuable information for anyone trying to be a serious, long-term player in the market.

The community and webinar series is hosted on the Webvent.tv event network.  Each webinar is recorded and available on-demand for 1 year. Vendors are also given a “Site” within the community to present their company, products, and what is new.

# Audience

Each webinar aims for about 25-100 participants. Most of the audience will be community members (solar installation professionals who influenced the decision-making process of solar systems procurement), but may also include:

* Other interested professionals ($50 attendance fee)
* Students, Non-profits, Academics, Public sector (Free)

Community members (solar professionals) attend all webinars at no cost.

# Presenter Qualifications

The presenter should have a similar background and experience level as audience, e.g. we want a technical expert to speak to a technical audience.

* We are looking for CTO's, engineers, product developers, technical founders, etc.
* We do not have a bias against sales people; however, this is not a role for an “order-taker” or “PowerPoint” junior sales position.
* A sales professional may join your technical expert, in order to provide answers to sales inquiries during the Question & Answer period after the presentation
* Presenter Guidelines:
  + Must provide slides **7 days before Webinar** for the moderator to review, approve, and format in our template.
  + Should focus on (1) What are your best products (2) What is new (3) In what situations do you believe you have the best product in the world
  + Must provide data to back any claims
  + Must be able to explain how data was obtained, in sufficient detail for the audience to evaluate its validity and conditions
  + Must be open to a frank discussion of product weaknesses and comparisons to other products’ strengths.
* Follow the 10-20-30 guidelines for Webinars (these are guidelines, not strict rules, depending on the situation)
  + 10 content slides (we’ll add an introduction and conclusion slide)
  + 20 minutes of content
  + 30 point font (plus photos, data, and graphs)
* Webinar Format:
  + The official Webinar will be 30 minutes, but Q&A may expand to 50 minutes if desired
  + 2 minute Introduction (Moderator)
  + 20 minutes content (Presenter)
  + 8 minutes Q&A (Moderator asks questions from audience of the Presenter)
  + (Optional) additional 20 minutes of Q&A if audience desires

**Tip:**

If you propose a slide that says, "Enough sunlight hits the earth every minute to power the United States for a year”, then your presentation will not be received well. Our audience is deeply involved in solar as an industry, not a movement, and they want product information that will help them do their job better today.

Host

The moderator sets expectations and serves as go-between for the audience and presenters.

* Serve as Webinar host (for logistics) and as moderator (for content).
* **Introduction**: Set parameters for the Webinar.
* **During presentation**: moderate questions, enforce presenter rules.
* **Conclusion**: filter and ask questions, thank audience, notify of next Webinar in series.

# Costs:

Presenting a “Straight Talk” webinar is a low-risk venture.

* **$199 – Webinar sponsorship**, including:
  + Online Space for your company in the community
  + Company logo on Webinar screen with hyperlink to your Online Space
  + You provide a qualified Presenter and 20 minute (10-slide) PowerPoint
  + Presenter and presentation must be approved by the Community Moderator
* **$999 – 1-year subscription to weekly lead reports**
  + An Excel spreadsheet will be emailed to you each Sunday, with contact and demographic information of all visitors to your company space. Visitors must “opt-in” to share their information with vendors when they register.
  + This subscription is optional, and can be purchased at any time based on your opinion of the Webinar and audience quality and quantity

# Getting Started:

If you are interested in presenting a “Straight Talk” webinar, please complete the Webinar Proposal Form attached at <http://www.principalsolarinstitute.com>.