



**Entrepreneur You Workshop Proposal Form
RFP Call for Presentations**

2015 Entrepreneur You Conference

Conference Date: February 25, 2015

Location: Davenport University – (M6/Kraft location)

Conference Theme Tracks: EMPOWER, GROW, SUSTAIN

About the Conference:

GROW, Michigan's Women Foundation and Davenport University present the 2015 Entrepreneur You Conference, This conference is designed to empower, grow, and sustain your businesses. The objective of this conference is to address the unique challenges and opportunities that women entrepreneurs encounter as they launch or grow their business. Workshop offerings are designed to provide women with tools and strategies that will help them to be successful business owners.

The Audience:

Conference attendees could be part of one of the following groups...

- Startup – 0-3 years in existence, solo or partnership ventures, zero to some revenue
- Growth – 3-5 years in existence, 1-2 employees, steady revenue stream
- Established – 5 years in existence, 3+ employees, growing revenue streams

The Conference Tracks:

We invite you to share your expertise, experience, successes and the trends you see in the field.

The conference is organized around three separate “tracks”:

- EMPOWER – this track is designed to provide startup entrepreneurs the tools, techniques, and strategies to go confidently as they launch their business venture and work to develop a customer base and market presence while they are tracking and conserving their cash flow.
- GROW – this track is designed to provide businesses that have passed the startup stage with tools, techniques, and strategies that will help them to increase their effectiveness in dealing with the constant range of issues that come with increasing sales and a growing customer base. Workshops may focus on human resource and technical needs that these companies are facing while navigating the mid-point of their business growth.
- SUSTAIN – this track is designed to provide more established businesses with tools, techniques, and strategies to stay focused on improvement and productivity, to embrace and endure new advances, leverage relationships, and develop better business practices.

For more information about the Entrepreneur You conference please see our website:

<http://www.davenport.edu/EY14>



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Program Guidelines

Your RFP should address at least one of the tracks as listed above and one of the topic areas (see “Topic Areas” on next page). All sessions are 90 minutes in duration and PowerPoint is supported. Conference attendees enjoy receiving handouts (i.e. templates, samples, outlines) and opportunities to share their own ideas. Thus, program proposals that are interactive are highly desirable. Participants should leave with tangible tips on making their business successful.

Presentations may not be self-promoting or sell any products. Presenters are responsible for their own transportation to and from the conference. All speakers receive a free conference registration, which includes breakfast and lunch.

Important RFP Deadlines

Submission Deadline: December 19, 2014

Notification: January 5, 2014

Conference: February 25, 2015

Send Presentation Outline to:

Mary Brown at mbrown@growbusiness.org

A Note to Vendors and Consultants:

ENTREPREUNER YOU welcomes participation by vendors and consultants who represent expertise in all aspects of small business development. However, our attendees really dislike workshops that sell specific products or services, and as a result, we prohibit those at the conference.

We truly value vendors and consultants as exhibitors at the conference and encourage attendees to visit and interact with them throughout the day. If you'd like to promote your specific products and services please see the Sponsorship Opportunities information attached.

Questions?

Contact: mbrown@growbusiness.org

Thank you and we look forward to hearing from you!



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Topic Areas

The following is a list of topic areas we would like to see presentations on. You may also suggest a topic area that you think might meet our needs.

Marketing Strategies

- Content Marketing - creating and curating relevant and valuable content to attract and retain customers
- Effective use of Analytics
- Social Media
- Search Engine Optimization (SEO)

Sales and Customer Service Strategies

- Enhancing the personal touch of online sales: using social media for online sales
- Customer segmentations - How to Identify Your Customers
- Face-to-Face – personal sales skills

Finance

- Succession Planning
- Creating long range goals
- Financial Planning for Your Business - long range financial strategy

Hiring

- Part time vs. Full time
- Building the Perfect Employee, Rather than Waiting for One
- Building Capacity through Hiring
- Hiring vs. Contracting

Other Topics...

- Strategic Partnerships - How to Build Allies & Advocates
- Building a tech strategies for your small business



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Proposals must be submitted by December 19, 2014. Programs are 90 minutes in duration.

Click next to the field and insert your information.

Submitter/Lead Presenter

Name:

Title:

Organization:

Address:

Phone:

Email:

Additional Presenter

Name:

Title:

Organization:

Address:

Phone:

Email:

Workshop Topic Area:

Title:

Workshop Objectives:

At the conclusion of this workshop, participants will...

Session Format: Interactive Lecture

Conference Track: Empower Grow Sustain

Synopsis of Presentation: *Please describe the content of this presentation in 75-100 words as you would wish it to be published in the conference book:*

Audio/Visual Equipment

Projector Laptop Internet Flipchart and Markers

Standard room set-up will be 25 participants with capacity of 5 per table.