

MOMENTUM II: BUSINESS UNUSUAL



Call for Presentations

For the 2015 City of Columbus Mayor Michael B. Coleman's Small Business Conference & Expo

The City of Columbus invites proposals from experienced conference and training presenters and facilitators for the 2015 13th annual Mayor's Small Business Conference & Expo. As a presenter, you will play an important role in a leading regional conference on entrepreneurship and small business development. As a presenter, you will receive recognition for your practice or program and have the opportunity to expand your professional portfolio. We sincerely hope that you will consider this opportunity to enable others to benefit from your experience while you make a valuable contribution to the business industry's body of knowledge at this premier event.

Background

The Mayor's Small Business Conference & Expo (MSBC) is a one-day conference and exposition that offers business capacity building, purposeful networking and resources for local entrepreneurs, suppliers, and business leaders. Created in 2002 and hosted by Columbus Mayor Michael B. Coleman, the annual event strives to drive local economic growth, small business inclusion and sustainability in the city of Columbus. The event includes more than 60 partnering companies and organizations and boasts attendance numbers in excess of 1,000 people.

Conference Dates: September 2, 2015*

** Please note that we continue to remain in negotiations with the conference venue. There is a possibility that this conference date may change. The alternate date currently being discussed is September 24, 2015. Please ensure you are available on each of these days. Final confirmation of the selected date is expected by June 30, 2015.*

Location: **Hyatt Regency Columbus**
350 North High Street
Columbus, Ohio, USA, 43215

Workshop Format: 45 minutes in length. Average class size is 50.

Submission Deadline: May 15, 2015 by 3:00 PM

As a conference presenter, you will receive the following benefits:

- Free registration to the conference and conference events.
- Discounted hotel room accommodations with the host hotel.
- Free exhibit space in the exposition hall
- Individual or company bio featured in the Conference publication and conference website

The above benefits do not extend to support staff or colleagues who may accompany the speaker.

Honoraria

The City of Columbus does not pay an honorarium or travel expenses to its workshop/breakout session speakers. We look for contributors who are willing to share their expertise without expectation of payment in the spirit of networking and increased visibility, a purpose for which the conference was created.

Proposal Requirements

- ☐ The proposal form along with accompanying proof of performance materials must be completed and submitted by the closing date of **May 15, 2015 at 3:00 PM.**
- ☐ Please include your high resolution photo headshot, bio, and hi res jpg and eps logo as well as your Twitter handle.
- ☐ If you are a professionally-paid speaker and wish to be considered to be a keynote speaker, please do not submit your request using the online process. Keynote and other paid presenters are not selected through this form.

Presentation Title

Up to 10 words that will catch the attention of conference participants and accurately describe your session.

Presentation Description

A maximum of 75 words to be used in the conference program to succinctly, persuasively, and accurately tell participants what to expect from your session. The description should be written to help conference participants determine the scope of the session and its appropriateness to their needs. Descriptions must indicate what participants will do and what knowledge and/or skills participants will leave with as a result of attending your presentation.

Presentation Plan

A brief overview of your proposed activities, visual aids, and handouts. Describe how you plan to ensure audience involvement. (What will participants do during this session?) Traditional lecture-only presentations are strongly discouraged. We strongly encourage session proposals that join presenters/facilitators from multiple disciplines and perspectives.

Audio-Visual Equipment

Each session will be provided the following equipment:

- Projector
- Screen
- Podium
- Microphone(s)
- Seating for up to 4 panel members (optional)
- Wired or Wireless internet access

Selection Criteria / Selection Process

- 1) **Quality of Presentation Plan.** We strive to offer a balanced program of informational sessions by selecting proposals that best fit within the framework of the conference. Proposals meeting the following criteria will be given priority:
 - a. Thoroughness of the subject matter and proposal
 - b. Originality of materials
 - c. Quality of learning objectives
 - d. Level of interactivity and method of diverse teaching styles
 - e. Quality of takeaway tools offered to all conference registrants
 - f. Appeal to a diverse and broad spectrum of attendees

- 2) **Practical Application.** Sessions conducted by presenters/facilitators that include practical, immediately applicable work tools will be given preference. The conference committee seeks presentations that will provide our attendees with information that will improve their effectiveness in their business.
- 3) **Proven Speaking Ability.** The conference committee seeks experienced presenters with proven speaking ability. Those with a track record of speaking and performing well at large conferences will be given preference.
- 4) **Proof of Performance.** DVDs or previous evaluations are the preferred forms of proof of performance. Please note that we do NOT return any proof of performance.
 - Videos – DVDs and videos of the speaker presenting a session. Promotional videos about the speaker's organization or highlighting products & services are acceptable proof of performance, if accompanied by additional approved forms of proof of performance.
 - Summary Evaluations – Evaluations that show your quality ratings and scores from previous speaking engagements. Please include the number of attendees present and define the rating scale.
 - References - Professional references and letters of recommendation / commendation from past program organizers.

Proposal Review

Members of the conference planning committee will review for acceptance all proposal submissions for completeness and appropriateness. Final selections will be made by the conference Presentation Selection Committee from those proposals accepted. Notification of acceptance will be sent no later than July 1, 2015.

Call for Presentations must be RECEIVED no later than 3:00 PM Friday, May 15, 2015.

Please email your completed Call-for-Presentation Proposal Packet to:

Attention: Damita Brown, Economic Development Manager
msbc@columbus.gov

Please submit video presentations via a link to web-hosted site such as YouTube

Presentation Topics for Consideration

Respondents to previous conference surveys provided the following list of topics in which they expressed a special interest in learning more about. ***Submitted proposals are not limited to the topics on this list.***

- | | | |
|---|---|---|
| <input type="checkbox"/> <i>Access to Capital</i> | <input type="checkbox"/> <i>Joint Venturing /</i> | <input type="checkbox"/> <i>Relationship Building /</i> |
| <input type="checkbox"/> <i>Building Strong Teams</i> | <input type="checkbox"/> <i>Successful Partnering</i> | <input type="checkbox"/> <i>Technology</i> |
| <input type="checkbox"/> <i>Business Operations</i> | <input type="checkbox"/> <i>Leveraging Media /</i> | <input type="checkbox"/> <i>Patent/Trademarking</i> |
| <input type="checkbox"/> <i>CEO Development</i> | <input type="checkbox"/> <i>Increasing Business</i> | <input type="checkbox"/> <i>Unique or Untapped</i> |
| <input type="checkbox"/> <i>Federal Contracting</i> | <input type="checkbox"/> <i>Visibility</i> | <input type="checkbox"/> <i>Business Opportunities</i> |

Based upon the presentations submitted, the conference selection committee may wish to combine sessions / presenters and/or offer recurring sessions. Please indicate on the presenter information form if you are interested in serving as a member of a panel and if you are willing to offer the session at multiple times during the conference. Please note that registration is done on a rolling basis beginning July/August 2015. Low registration for any session offered, may necessitate cancellation of the session within 10 days of the conference.

City of Columbus 2015 Mayor's Small Business Conference

Presenter Information Form

Please Add Additional Sheets For Any Co-Presenter(s) Please type your responses.

Handwritten submissions will not be accepted.

Presenter Information	
Primary Presenter Name	
Co-Presenter(s)	
Company Name	
Address	
Phone	
Email	
Website	
CEU's Available	
Biography for Each Presenter (max 150 words or less)	
Are you willing to sit on a panel if given the opportunity?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Are you willing to offer recurring sessions? (Maximum of two)	<input type="checkbox"/> YES <input type="checkbox"/> NO
Session Overview/ Description	
Title of Presentation (max 10 words)	
Presentation Description (max 75 words)	
Presentation Plan	
Presentation Type (concurrent, panel)	
Area of Focus	
Learning Objectives (minimum of 3)	
Target Audience	
Proof of Performance	
PowerPoint/Videos/Summary Evaluations	

Copyrights

NOTE: When submitting your proposal, you will be required to accept the following conditions:

I. CLEARANCE By signing below, you acknowledge that this work is UNCLASSIFIED and has been cleared and approved for public release by the appropriate company and/ or government agencies.

II. NO-INFRINGEMENT STATEMENT By signing below, you acknowledge that this work contains no copyright-infringing material. This material represents original work by the author(s). No portion of the material is covered by a prior copyright; or for any portion copyrighted, the author has obtained permission for its use and all such permissions are in writing and attached to this form.

III. COPYRIGHT FORM By signing below, you authorize the City of Columbus to publish this work and to use it for all of current and future print and electronic uses related to the Mayor's Small Business Conference. [Note: the notice, in the name of the copyright holder, will read as follows: "Copyright 2015 by (author's name). Published by the City of Columbus, with permission."]

By signing this proposal I understand that I will not receive an honorarium; if I have a co-presenter, he or she will not receive an honorarium and will not have his or her expenses reimbursed. If selected, I agree to adhere to the deadline schedule furnished by conference organizers. I understand that my conference presentation is not a showcase for promotion of my business, practice or product, and I will not sell my products or services from the MSBC speaker platform. I also understand that I will be notified about the status of my proposal by email no later than July 1, 2015.

Printed Name

Signature

Date

Checklist

I have:

- ☒ completed and signed the form
- ☒ enclosed proof of performance as defined
- ☒ attached my biographical sketch and headshot