



2010 B2B Expo ~ Workshops October 27, 2010

Request for Proposal

The annual B2B Expo brings together business professionals from the entire area. The primary goal of the workshops held in conjunction with the Expo is to provide training and education on relevant topics. The Expo and workshops are marketed to Overland Park Chamber of Commerce members and other business professionals in the Kansas City metropolitan area.

The submission deadline is 5 PM Friday, August 27, 2010.

In preparing your response to this RFP, please consider the following:

- The B2B Expo will offer three workshops throughout the day.
- The goals of the workshops are to:
 - Provide members with opportunities for practical, relevant information and training topics of interest to small business.
 - Provide members who have subject matter expertise the opportunity to interact with fellow members and the Overland Park community for increased exposure.
- We seek to utilize Overland Park Chamber of Commerce members as presenters. Selected presenters will volunteer to conduct workshops approximately 60 minutes in length.
- If chosen to make a presentation, please keep in mind you will be required to:
 - Provide a high-quality educational workshop with 60 minutes of content for approximately 10-25 participants (**number of participants can vary widely depending upon topic**).
 - Ensure the session is not perceived as an “infomercial” or sales pitch for your company.
 - Provide all materials for session participants.
 - Coordinate with Chamber staff regarding equipment needs.
 - Avoid soliciting attendees before or during the session.

Response Structure

Your response to this proposal should be organized as dictated by the following outline:

- I. **Presenter Information**
 - A. Provide the official name of your firm and all affiliated entities. Please include the name, mailing address, phone number and e-mail for the person who will be presenting the material.
 - B. Describe your business products and/or services.
 - C. Describe your experience as a facilitator or presenter in your proposed topic area(s).
 - D. Describe why you should be chosen as a presenter for this program.
- II. **Workshop Proposal**
 - A. Program Overview
 - Session Category– Select one of the following topics in which your session could be categorized:

- Workforce Development
- Sales & Marketing
- Human Resources
- Title of Session
- Describe the Learning Objectives
- Brief (75 words or less) program description that will be used in promotional materials for the workshop. Description should be appealing and draw the attention of prospective attendees.
- B. Provide a copy of all handouts you intend to use for the session.
- C. Describe audio/visual requirements and the resources you have to meet them.
- D. Provide references for organizations or individuals who have attended this (or similar) workshop.

III. Proposer Agreement

- A. Confirm your understanding that all presentations will be reviewed by the Expo Workshop committee, which ultimately will make decisions on which proposals are offered during the 2010 B2B Expo.
- B. Confirm your willingness, if chosen, to meet with Chamber staff to organize and plan your workshop details.
- C. Confirm your willingness, if chosen, to conduct the presentation at the Overland Park Chamber of Commerce's 2010 B2B Expo.
- D. Confirm your willingness, if chosen, to present your workshop as an unpaid volunteer.

Please note, you may submit one proposal with multiple topics. However, the proposal must include all information in Section II for each topic.

Selection Criteria

The workshop selection committee will review all proposals. Decisions will be based on the following criteria:

- Presenters must be members in good standing of the Overland Park Chamber of Commerce.
- Firm must be an exhibitor in the 2010 B2B Expo.
- Presenters must have expertise in the topics being presented.
- Presenter qualifications will demonstrate competencies in presentation and workshop facilitation.
- Program design and materials will be evaluated for clarity, quality and learning design.
- Program information must provide topical information or teach a skill valuable and relevant to a broad range of business professionals.
- Program design and materials will be evaluated to ensure they effectively educate attendees on the stated business topic and are not a blatant sales pitch for the presenter's company.
- The selection committee will consider formats other than a single presenter – such as panels, multiple presenters and creative forms of presentation.

Proposal Submission

SUBMISSION DEADLINE: 5 PM Friday, August 27, 2010.

Selected presenters will be notified by October 1, 2010.

Proposals may be submitted to:
 Overland Park Chamber of Commerce
 Attn: Laura Simmons
 9001 West 110th Street, Suite 150
 Overland Park, KS 66210
 lsimmons@opchamber.org

Suggested Topic Areas

These workshop topics target the key areas that members have expressed interest in developing. Select from the following topic areas OR propose additional workshops that you believe would be of interest to the small business community covering workforce development, human resources or sales and marketing.

Some suggested topics may include:

Balancing work and family, interpersonal communication skills, sales strategies, developing customer service skills, how to network effectively, and the art of closing a deal, developing presentation skills, small business marketing and cold calling.

Frequently Asked Questions

Who is the target audience for the workshops? Workshops are marketed primarily to Overland Park Chamber of Commerce members, although anyone may make a reservation and attend. The majority of attendees work for small or medium-sized businesses.

How are workshops marketed? All workshops will be marketed in conjunction with the B2B Expo through the Overland Park Chamber of Commerce's monthly newsletter, Web site, weekly event calendar, and at Chamber events. Additionally, we utilize other area publications for publicity.

How long is each workshop? Workshops are no more than 60 minutes. Ample time should be incorporated to allow for introductions by attendees and questions & answers by attendees.

How many people can attend each workshop? Typically, approximately 10-25 people attend our workshops. Of course, there are some topics that may draw fewer people and very popular workshops may draw 40 or more attendees.

What does it cost to attend a workshop? Workshops are free of charge for Chamber members, but there is a small fee for non-members to attend.

What does it cost to be a presenter? There is no cost for presenters other than the normal costs associated with preparing a workshop. Likewise, there is no compensation offered to presenters in exchange for their time or services. Overland Park Chamber members with subject matter expertise volunteer as instructors. The Overland Park Chamber of Commerce markets the workshops and provides administrative support for the program.

Does this compete with my business? Given their brief length, these workshops are intended to be introductory in nature and provide high take-away value. There are multiple resources in the Overland Park community that offer more in-depth and extensive training. We strive to make Overland Park businesses aware of the wealth of expertise available for training in our community. It is the policy of the Overland Park Chamber to promote and refer Overland Park Chamber of Commerce members.