



2011 Business Education Series

A program of the Overland Park Chamber Foundation

Request for Proposal

The Overland Park Chamber Foundation was formed in 1997 to offer educational opportunities and informational resources to the Overland Park business community.

The primary goal of the Business Education Series is to provide training and education on relevant topics at a price that is affordable to most small business owners. The programs are primarily marketed to Overland Park Chamber of Commerce members; however, anyone may register and attend.

The Overland Park Chamber Foundation is currently accepting proposals from Chamber members to present seminars to be held monthly in 2011.

The submission deadline is 5 p.m., Friday, October 8, 2010.

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

- The Business Education Series will offer one seminar each month, except December, in 2011. The selection committee will consider formats other than a single presenter – such as panels, multiple presenters and creative forms of presentation.
- The goals of the program 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.
- The Foundation seeks to utilize Overland Park Chamber of Commerce members as presenters. Selected presenters will volunteer to conduct workshops and seminars approximately 90 to 120 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 90-120 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. Seminar or 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
 - Technology
 - Title of Session
 - Describe the Learning Objectives
 - Brief (75 words or less) program description that will be used in promotional materials for the seminar/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 are familiar with this (or similar) seminar.
- III. Proposer Agreement**
- A. Confirm your understanding that all presentations will be reviewed by the Business Education Series selection committee, which ultimately will decide which proposals move forward in scheduling.
- B. Confirm your willingness, if chosen, to meet with Chamber staff to organize and plan your seminar details.
- C. Confirm your willingness, if chosen, to hold the presentation at the Overland Park Chamber of Commerce office.
- 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 Business Education Series 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.
- Presenters must have proven 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 inform the attendees without crossing the line into infomercial territory.

Proposal Submission

SUBMISSION DEADLINE: 5 p.m., Friday, October 8, 2010.

Selected presenters will be notified by November 12, 2010.

Proposals may be submitted via mail or email 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

The Business Education Series topics target the key areas that members have expressed interest in developing. Select from the following topic areas OR propose additional seminars 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:

Ethics in interviewing, immigration compliance for employers, employee retention, managing organizational conflict, building a strong team of employees, building and managing a diverse workforce, handling employee turnover, balancing work and family, interpersonal communication skills, sales strategies, developing customer service skills, how to network effectively, the art of closing a deal, developing presentation skills, small business marketing, cold calling, using technology to increase efficiency, maximizing technology on a budget

Frequently Asked Questions

Who is the target audience for the seminars? Seminars 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 with small training budgets.

How are seminars marketed? All seminars are marketed 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 often are courses offered? One seminar each month, except December, during 2011.

How long is each seminar? Seminars are typically 90 to 120 minutes. Ample time should be incorporated into seminar to allow for introductions by attendees and questions & answers by attendees.

How many people can attend each seminar? Typically, approximately 10-25 people attend our seminars. Of course, there are some topics that may draw fewer people and very popular seminars may draw 40 or more attendees. Our facility capacity is between 60-70 attendees depending upon room layout.

What does it cost to attend a seminar? Seminars will require a \$25 registration fee for Chamber members and a \$35 registration fee for non-members, payable to the Overland Park Chamber Foundation.

What does it cost to be a presenter? There is no cost for presenters other than the normal costs associated with preparing a seminar. 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 Foundation and Overland Park Chamber of Commerce market the seminars and provide administrative support for the program.

Does this compete with my business? Given their brief length, these seminars 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 Chamber members aware of the wealth of expertise available for training in our community. It is the policy of the Overland Park Chamber Foundation to promote and refer Overland Park Chamber of Commerce members.

2011 Program Dates

Seminars are morning sessions and usually will be held on the third Tuesday of each month.

Sessions begin with check-in, coffee, a light breakfast and networking at 7:45 a.m. and the seminar from 8 to 10 a.m.

Seminars will be held at the Overland Park Chamber of Commerce office.

Each month, the Chamber will offer one seminar – with the exception of December. Dates for the 2011 Business Education Series are as follows:

January 18
February 15
March 15
April 19
May 17
June 21
July 19
August 16
September 20
October 18
November 15

All dates are tentative. A final calendar will be produced after all seminars have been scheduled.