



2002 Hogback Road Suite 17 • Ann Arbor, MI 48105 • (734) 677-1400 • www.miceed.org • Fax (734)677-1465

Women's Business Enterprise Council – Great Lakes

2010 Great Lakes Women's Business Conference
October 12-13, 2010
at MotorCity Casino Hotel

Prepared March 31, 2010

Request for Proposal

Conference Workshops



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Table of Contents

Introduction and purpose of RFP.....	3
Presenter Goals.....	3
Audience.....	3
Specific Criteria.....	4
Required Documents.....	4
Timeline	4
Where to Submit and Contact Info.....	5
Presenter’s Application.....	6



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INTRODUCTION AND PURPOSE

Women's Business Enterprise Council - Great Lakes is an initiative of the Center for Empowerment and Economic Development. For the past 9 years, we have hosted the largest women's procurement conference in the state of Michigan. The 10th Annual Great Lakes Women's Business Conference is proud to announce its request for proposals for workshop presenters' for the 2010 conference, being held on October 12 & 13, 2010, at MotorCity Casino Hotel, in Detroit, Michigan. This regional conference is held by the WBEC-Great Lakes, the regional partner organization of WBENC supporting Indiana and Michigan.

This year we are looking forward to hosting a stellar conference with workshops made up of exceptional presenters and thought-provoking content that will engage participants and lend to the professional development and business growth for our WBE's and corporate participants. This year's conference is expected to be power pack with relevant information that is bound to inspire any women business owner.

We invite you to join the 2010 conference team who will help deliver information and insights that will foster the growth and ambition of WBE's. **Please note that in order to be considered as a potential workshop presenter for the 10th Annual Great Lakes Women's Business Conference potential presenters must fulfill a professional development need for WBE's or supplier diversity professionals and the content of your materials may not be self promoting.**

PRESENTER GOALS (must align with the following):

- Support a professional and high caliber conference
- Maximize added-value for conference participants
- Provide focused and cutting-edge information
- Provide quality conference materials
- Promote creative professional development opportunities
- Increase conference attendance and participation

AUDIENCE

Hundreds of women business owners and corporate supplier diversity professionals as well as public purchasing professionals will attend this premier conference to seek professional development and networking opportunities, to connect with peers and to learn the latest tools and innovations that will help further their businesses. Thus, the knowledge base of the conference attendees and the expectation of high quality content from presenters often varies with knowledge levels. However knowledgeable in their professions attendees seek unique and innovative information as well as challenging and engaging content that is bound to inspire, educate, motivate and challenge them to advance their thinking as well as enhance their vision.



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SPECIFIC CRITERIA

- An appealing and relevant workshop title, description and content that speaks to the targeted audience
- Workshop content for a 80-90 minute presentation
- Practical and relevant information
- Evidence of knowledge and skill in the subject area
- If having a panel presentation – maximum of three panelists
- Full workshop description and content
- Photo and biography of presenter(s)
- Preference will be given to certified WBE’s

REQUIRED DOCUMENTS

- Photo and biography of presenter(s)
- Full Workshop description & content (description should be a max. of 3 lines)
- Sample of any handouts (max – 5 pages)
- Sample of PowerPoint presentation
- Any website information, video, and/or other content regarding your presentation ability (if available)

TIMELINE

Item	Deadline
Proposal Deadline	May 7, 2010
Notification of Acceptance*	June 18, 2010
Workshop Handouts Due	August 31, 2010
Workshop PowerPoint Due	August 31, 2010
Request for A/V & Other Equipment	August 31, 2010
2010 Conference	October 12, 2010

*Only accepted presenters will receive notification.



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HOW TO SUBMIT A PROPOSAL

Please submit one copy via mail, fax or email to:

Great Lakes Women's Business Conference
Attn: Beth Jones
2002 Hogback Road Suite 17
Ann Arbor, MI 48105
Fax (734)677-1465
bjones@miceed.org

Proposal Deadline: Friday, May 7, 2010

If you have any questions or need additional information please contact:

Beth Jones
Corporate Event Manager
(734) 926-0334 (direct)
bjones@miceed.org

A promotional banner for the 10th Annual Great Lakes Women's Business Conference. The banner has a pink and purple color scheme. On the left is a stylized pink silhouette of a woman. In the center is the WBEC Great Lakes logo. To the right, the text reads "October 11, 12 & 13, 2010 | MotorCity Casino & Hotel" at the top, followed by "10th Annual GREAT LAKES Women's BUSINESS CONFERENCE" in large, stylized fonts. At the bottom right, it says "Sponsored By" with logos for NuTek Steel, LLC and Kellogg's.

Presenter's Application



WBEC
Great Lakes

an initiative of CEED

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Presenter's Application

First Name: _____ Last Name: _____

Company/Organization Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Workshop Information & Session Requirements

In preparation for your session, please complete the following information.

Workshop Title: _____

Workshop Description (50 words or less) include additional sheet if needed.

Target Audience: _____

Panel: Y/N **Names of additional presenters:** _____

Room Needs: (check all that are required)

- Flip Chart
- Easel
- Podium
- Podium Microphone
- Lapel Microphone
- Laptop (bring presentation on a flash drive)
- LCD Projector/Screen
- Television/DVD
- Other _____