

MarketPlace

opening doors to success



Learn new skills, network with service providers and other entrepreneurs and discover what works for your small business and community!

<http://www.cfra.org/marketplace/home>



Call for Presentation Proposals

2009 MarketPlace: Opening Doors to Success
 Wednesday, February 25, 2009
 Sandhills Convention Center, North Platte, NE

We are currently seeking presenters to provide MarketPlace conference attendees with session topics that meet the needs of our diverse communities. All sessions should focus on specific topics and offer depth into content. Presenting at a MarketPlace conference offers the opportunity to share your experience and expertise with small business owners to include home based, store front, agriculture operators as well as community leaders enhancing entrepreneurial growth in Nebraska.

For consideration at the 2009 MarketPlace Conference, proposals will be accepted through August 20, 2008. All proposals must be submitted using the MarketPlace proposal form. You may submit multiple proposals as long as the content of each presentation is different. You will be notified of the status of your submission(s) by September 20, 2008.

Proposals are a valuable contribution to the MarketPlace planning process. We thank you for your interest in presenting at the 2009 MarketPlace: Opening Doors to Success Conference and look forward to your participation.

As a presenter, you will:

- Share your knowledge, ideas and experiences with your colleagues
- Receive maximum exposure by presenting at the statewide conference
- Engage and enlighten a wide variety of entrepreneurs or community developers

GENERAL INFORMATION

The MarketPlace: Opening Doors to Success offers small business owners extensive learning opportunities to better themselves in managing their businesses.

Primary categories for topics being considered for the 2009 program include:

- **Marketing** - Unique approaches to help entrepreneurs prosper through innovative marketing (examples: branding and packaging products or services, niche marketing, etc.)
- **Agriculture** – Exceptional opportunities available as an agricultural business (examples: agri tourism, direct marketing of local foods, high value products)
- **Financing** – Educational tools to increase knowledge (examples: cash is king, financing your business)
- **Community Development** – Innovative community offerings to enhance unique entrepreneurial approaches (examples: how's and why's of being an entrepreneurial community, public policy, renewing your community, youth retention/attraction, investment clubs)

- **Technology** –Extraordinary ways to increase business using technology anywhere you live (examples: podcasting, off and online businesses)
- **Business Development** – Programs that build business competency levels, creating awareness improving business skills (examples: risk management, legal issues, customer service)
- **Hispanic** – Sessions taught in Spanish to enhance business skills (examples: marketing, nuts & bolts of business start-ups, bookkeeping basics)
- **Youth** – Introduce entrepreneurial experiences and concepts encouraging career exploration and opportunities

Proposal Submission Deadline: August 20, 2008 **Notification of proposal status:** September 20, 2008

Before submitting your proposal, please read the following:

1. Your proposal(s) will be considered only for the 2009 MarketPlace: Opening Doors to Success Conference to be held in North Platte. Submission does not guarantee inclusion in the conference.
2. Your proposal(s) will be considered for a concurrent session only. Keynote proposals will not be considered.
3. MarketPlace may record its conference presentations and the recordings may be provided to attendees or used in marketing future conferences. Speakers who grant MarketPlace permission to record their presentations will be given preference in the selection process.
4. While the exact schedule is not yet confirmed, it will not vary drastically from previous years. We anticipate that sessions will, on average, accommodate approximately 50 or more attendees.
5. All proposals must be individually submitted electronically.
6. Check your submission to ensure all necessary information is provided. Proposals missing required information will result in delay and may lead to rejection.
7. Selected presenters agree to be available immediately following their presentation for round table discussion in the banquet room for continued educational learning opportunities.
8. Each presentation will be 1 hour in length to include time for question and answers.

Other Selection Criteria

- Relevance of the conference attendee demographics
- Originality of proposed topic
- Relevance of the session to one or more of the participant audiences
- Ability of the session to spotlight latest trends, innovative ideas and encourage proactive thinking
- Ability to focus on technical skill development, best practices and ideas

How to Submit Your Proposal

The completed proposal **MUST** be submitted electronically using the following form. If you are selected to present at the conference you will be notified by Sept. 20, 2008 and your information will be reproduced on our website and /or in other conference materials. Complete the form entirely and click the submit button to return to Joy Marshall, Event Planner for committee review. If you are submitting more than one proposal, clear the form and start over, submitting the second proposal in the same manner.

For Questions, Call: Joy Marshall @ 402-614-5558 or e-mail her at joym@cfra.org

Call for Presentations

Last Name: _____ First Name: _____
Business / Organization: _____
Address: _____
City: _____ St: _____ Zip: _____
Telephone: _____ Mobile: _____
E-Mail: _____ Web Site: _____

Co-Presenters (if any—please include additional names and contact information if needed):

Last Name: _____ First Name: _____
Business / Organization: _____
Address: _____
City: _____ St: _____ Zip: _____
Telephone: _____ Mobile: _____
E-Mail: _____ Web Site: _____

Please indicate which Session Category your presentation is most suited for, as well as the appropriate session level for attendees. The descriptions follow:

Session Category:

- Financial
- Marketing
- Business Development
- Agriculture
- Community Development
- Technology
- Hispanic
- Youth

Session Level:

- Beginner
- Intermediate
- Advanced

Target Audience(s): (Check one or more of the appropriate boxes)

- Potential business owners
- Existing business owners
- Service providers
- Store front
- Home based
- Agricultural operators (farm and ranch)
- Students
- Teachers
- Community and Economic Developers

Have you given this presentation before?

- Yes No
- If so, when and where: _____

Sessions are generally 1 hour in length. Please indicate your presentation preference:

- Wednesday, Morning
- Wednesday, Afternoon

I am available after my assigned session to offer “round table discussion”: Yes No

In order to record your session, please check the box below to authorize and assign permission to the Center for Rural Affairs to video tape your presentation(s) as delivered at the 2009 MarketPlace Conference in North Platte, NE on February 25, 2009. It is understood that video production of your presentation(s) will NOT be sold however, may be used for promotional purposes for future conferences.

- Yes, you have permission to video tape my presentation
- No, do not video tape my presentation

Session Title: Provide a brief title for the session (7 words maximum)

Session Description: Provide a clear and concise description which will be used in all conference promotional materials, that specifies the topics and learning objectives to be covered (300 words maximum)

Learning Objectives: Provide up to three learning objectives for the session.

1. _____
2. _____
3. _____

Brief Biography (for marketing purposes) Provide a brief biography to be used in all conference promotional materials promoting your expertise in the topic area (250 words maximum)

Signature: _____ Date: _____

E-mail completed "Call for Presentation Proposals" to Joy Marshall by **August 20, 2008**:

