

WXW Monthly Events 2018

Call for Proposals and Nominations

November, 2017

Introduction

Thank you for your interest in proposing a monthly event for the Women's Exchange of Washtenaw (WXW) in the 2018 Calendar Year. This document explains all guidelines for submitting your proposal or nomination, so please read it carefully. If you have any questions, please feel free to contact us at events@wxwbusiness.com.

Proposals vs. Nominations

If you would like to facilitate (or co-facilitate an event), please submit a proposal.

If you would like to nominate someone else to facilitate an event, please include the name of the individual(s) who you would like to see facilitating and a description of the topic.

Topics for 2018

The WXW Events Committee has identified seven topic areas that we are particularly interested in for the 2018 Events Calendar (see list below). However, we will thoughtfully consider all proposals that we receive, so if you have another topic that you'd like to propose, please do so.

- **Money / How to Manage / How to Make More / Pricing Your Services / How to Ask for More / Negotiations**
- **Leadership / Confidence / Personal Presence / Mindset**
- **Marketing and Sales**
- **Creativity**
- **Work-Life Balance / Stress Management**
- **Goal Setting / Visioning**
- **Transitions / Career Change / Mentors & Mentoring**

Benefits of Facilitating a WXW Event

- Your name, company name, and link to your website on the WXW webpage and all event marketing materials, distributed to our 1200+ person email subscriber list.
- Opportunity to network with 40-70 local businesswomen before and after the event.
- (If applicable) Opportunity to have your book for sale at the end of the event.

Acceptable Event Formats

There are three different event formats that have historically worked well for WXW Monthly Events—**workshops, panels or exchange sessions** (participant-driven discussions, AKA round table conversations).

We are open to other formats, *provided the event remains interactive for participants*—e.g. people working on things individually, in pairs, in small groups, with the whole group.

We request that you please do not submit proposals for canned lectures or presentations. We are interested in interactive events about trending business topics and/or pressing issues that affect women in the workplace and in their lives. We are not interested in “Business 101 – How to...” (e.g. how to form LLC; how to make the most of social media), nor are we interested in standard PowerPoint presentations that have been delivered dozens of times.

Please don’t “sell from the front of the room.” If you have a product, service, venture, event, opportunity, organization or business that you would simply like other WXW members to know about, we suggest that you sponsor one of our events or post about it on the WXW Facebook page. Selling at a monthly event is NOT the appropriate way to market to the women of WXW (in fact, it is so taboo that it would turn off any would-be buyers from WXW.)

Typical Event Schedule (Lunch)

11:30am---12:00pm	Registration/Buffer
12:00---12:10pm	WXW Welcome & Introduction
12:10pm---1:20pm	Workshop/Panel/Exchange time (activities, conversation, discussion)
1:20---1:30pm	WXW Announcements, Book Drawing

Typical Event Schedule (Breakfast)

8:00am---8:30am	Registration/Buffer
8:30am---8:40am	WXW Welcome & Introduction
8:40am---9:50am	Workshop/Panel/Exchange time (activities, conversation, discussion)
9:50---10:00am	WXW Announcements, Book Drawing

Printed Materials at the Event

Worksheets are commonly provided for participants to use for note taking, to offer additional questions, topics or food for thought. This provides attendees with something tangible that they take with them when they leave. As you prepare worksheets for your event you might consider including information to read, resources for additional learning, and space to work on the task at hand during the session. WXW will cover the cost of printing black and white copies of worksheets for your event. Worksheet files must be received one week in advance of your event.

About WXW

The mission of the WXW is to organize, encourage, support, educate and strengthen the businesswomen in our region by providing a venue for business connections, skill---building, professional support and growth.

WXW is different from other organizations because we:

- End the isolation many women leaders feel by providing a relaxed and confidential environment where we can help each other and improve our organizations.
- Provide an alternative to standard networking meetings where attendees have no input on the presentation, learn very little, and make few decent connections.
- Help local organizations grow and prosper because of connections made through WXW.
- Advocate, engage and mentor women who want to grow their organizations and improve their leadership skills.
- One of the things that make WXW different from other business organizations is the focus on LEARNING from each other, SHARING great ideas and TAKING ACTION to improve our businesses and careers.

Our monthly events typically draw 40-70 women from Washtenaw County and across the region. Attendees are women leaders working in both the for-profit and non-profit sectors. They are decision makers, business owners, entrepreneurs, and current and future leaders in their organizations. Their areas of expertise range from marketing and sales to human resources and education. They are united in their passion for continually improving their professional and personal skills to improve themselves and their organizations.

What to Include in Your Proposal

Please submit all information by December 8, 2017.

Your Contact Information

Contact information such as phone, email, and address is used for our internal purposes only. Additional information that we ask for in this section (title & company, bio, website, etc.) is used for event marketing purposes.

Event Title & Description

Your event title is what draws people into reading the description and sets the stage for what the experience is all about. You'll want to make sure both your title and description speak to our audience, which includes a broad range of ages and experience levels.

Learning Outcomes

This is where you can really express the value of your event to attendees. Learning Outcomes are the observable, measurable actions that attendees will be able to DO as a result of participating in the event.

Avoid these words: know, understand, appreciate, acknowledge, grasp, improve, learn, enhance

Use words like these: achieve, apply, assess, design, determine, develop, establish, evaluate, examine, exchange, instruct, integrate, interpret, launch, manage, modify, motivate, reorganize, relate, renew, review, revise, budget, calculate, collaborate, communicate, compare, compile, conduct, demonstrate, coordinate, identify, implement, improve, increase, innovate, negotiate, obtain, operate, perform, plan, prepare, process, solve, summarize, track

Preferred Dates

Our monthly events take place on the third Thursday of the month in January-May, September and November 2018. The type of workshop will determine the time of day. Please indicate the date you would prefer and/or dates you are unavailable.

January 18, 2018

February 15, 2018

March 15, 2018

April 19, 2018

May 17, 2018

September 20, 2018

November 15, 2018

Submission Deadline

All event proposals and nominations should be submitted by December 8, 2017.

Click here to submit your proposal: [2018 Event Proposal Submission Form](#). (This form is also on the WXW website.) Or, you can email your submission to events@wxwbusiness.com.