

# WXW Monthly Events 2017

## Call for Proposals and Nominations

September, 2016

## Introduction

Thank you for your interest in proposing a monthly event for the Women's Exchange of Washtenaw (WXW) in the 2017 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](mailto: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 2017

The WXW Events Committee has identified seven topic areas that we are particularly interested in for the 2017 Events Calendar (see list below). That said, 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**

## 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 1000+ 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 innumerable times since 2002.

**We ask that you refrain from “selling 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 probably have an effect that is opposite to what you are hoping for).

## 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, resource 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.

## 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 up---and---coming managers 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, 2016.**

### *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 and September, 2017. The type of workshop will determine the time of day. Please indicate the date you would prefer and/or dates you are unavailable.

January 19, 2017

February 16, 2017

March 16, 2017

April 20, 2017

May 18, 2017

September 21, 2017

November 16, 2017

## **Submission Deadline**

**All event proposals and nominations should be submitted by December 8, 2016.**

A link to the [2017 Event Proposal Submission Form](#) can be found on the WXW Website, or you can email your submission to [events@wxwbusiness.com](mailto:events@wxwbusiness.com).