

WXW Forum15

Call for Workshop Proposals & Nominations

January 5, 2015

Introduction

Thank you for your interest in submitting a proposal for a workshop or nominating someone to facilitate a workshop at the Women's Exchange of Washtenaw (WXW) Forum 15. This document explains all guidelines for this submission, so please read it carefully. If you have any questions, please feel free to contact us at events@wxwbusiness.com.

Proposals vs. Nominations

To facilitate or co-facilitate a workshop, please submit a proposal. To nominate someone to facilitate a workshop, please include the name of the individual, a description of the topic, and contact information.

Topics for Forum15

The workshops presented at the WXW Forum15 include topics of interest to women in business at all levels, including both personal and professional development. Facilitators present on-trend topics and topics are pressing issues in many of the following areas:

- Marketing
- Sales
- Finance
- Leadership
- Creativity
- Goal Setting
- Strategic Planning
- Mentorship
- Self-Improvement

Benefits of Facilitating a WXW Event

Facilitators presenting at the WXW Forum15 receive exposure and networking opportunities to a group of 125-200 women at the Forum. There is a bookstore at the Forum providing a space for you to sell any published books and leave any additional marketing materials for the attendees to pick-up. The WXW website will have your name, company and link to your website available once the Forum15 schedule has been determined.

Our annual forums draw the follow:

- 125-200 women from Washtenaw and its surrounding counties.
- The areas of expertise of the attendees include, but are not limited to women in marketing, sales, finance, human resources, law, medicine, solo practices and IT who work on-line and in traditional business settings.
- Attendees are women leaders working in both the for-profit and not-for-profits sections who are decision makers, business owners, entrepreneurs and up-and-coming managers in their organizations.
- They are all united in their passion for continually improving their professional and personal skills to improve themselves and their organizations.

Acceptable Event Formats

The philosophy of WXW is that all the women in the room have something of value to provide. Therefore, we are looking for workshop formats that are facilitated and interactive rather than a presentation with little discussion. We ask the facilitators to refrain from selling from the front of the room and to utilize the tool of networking during the rest of the day for exposure.

Event Schedule

Forum15 will be held on Thursday, October 22, 2015. The day begins at 8:00am and runs until 5:00pm. Workshops begin sometime after 9:00am and end by 4:00pm. We work with our facilitators to meet as many schedule needs as possible, however, it is possible your workshop could be scheduled in the morning or afternoon.

Printed Workshop Materials

The WXW Forum15 committee will work with facilitators on their workshop materials. They should be created in a way that the participants can use them during the workshop and refer to them when they leave. We encourage you to include areas for the participants to take notes and complete exercises and to include food for thought information and additional resources for learning on the topic. WXW will pre-print these materials for the facilitators and have them ready at the workshop.

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 they 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 makes 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.

What to Include in Your Proposal

Please submit all information by February 4, 2015.

Your Contact Information

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

Event Title & Description

Your event title is what draws people into reading the description and sets the state for what the experience will be. You'll want to make sure both your title and description speaks to the audience which includes a broad range of ages and experience levels.

Learning Outcomes

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

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

Submission Deadline

All event proposals and nominations should be submitted by February 4, 2015

A link to the [2015 Event Proposal Submission Form](#) can be found on the WXW Website, or you can email your submission to events@wxwbusiness.com