

# Call for Workshop Proposals & Nominations

## 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). 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](mailto: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 for the nominee as well as your contact information. To suggest a workshop topic, please provide a description of the topic in the workshop description and provide us your contact information.

## Topics

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

- Marketing
- Sales
- Finance
- Leadership
- Creativity
- Goal Setting
- Strategic Planning
- Work/Life Balance
- Transitions/Career Change
- Mentorship
- Self-Improvement

## Benefits of Facilitating a WXW Event

Facilitators presenting at WXW receive exposure and networking opportunities to a group of up to 60 women at a monthly event, or anywhere from 125-200 women at the Annual Forum. For presenters at The WXW Annual Forum, the WXW website will have your name, company and link to your website available once the Forum18 schedule has been determined. Additionally, your name, company name, and a link to your website will be on the WXW website and all event marketing material, distributed to our 1,000+ email subscriber list.

WXW events draw the following:

- 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, IT and solo practices 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. This could be in the format of a workshop, panel discussion, or exchange session. Within the context of a workshop, participants could work on items individually, in pairs, in small groups, or as a whole. We ask the facilitators to refrain from selling from the front of the room and to use the tool of networking during the rest of the event for exposure.

## Event Schedule

Monthly events are typically from either 11:30am to 1:30pm or from 4:00pm to 6:00pm, at a location in Ann Arbor. The speaking portion of a monthly event is typically 70-80 minutes, preceded by registration and a buffet meal, and followed by announcements and closing. The WXW Annual Forum is held in late October each year at Washtenaw Community College and runs from 8:00am to 5:00pm. Workshops begin sometime after 9:00am and end by 3:00pm in time slots anywhere from 60-80 minutes long. We work with our forum 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

Printed workshop materials 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. For Forum, the WXW Forum committee will work with facilitators on their workshop materials, if requested in advance.

## 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**

### *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, 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, re view, 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.

*Thank you for your interest in presenting at WXW and we look forward to viewing your proposal!*