



Little Rock Regional Chamber
SMALL BUSINESS SERIES

SESSION PROPOSAL

Company Name: _____

Website: _____

Social media handles (Instagram, Twitter, Facebook, etc.): _____

Industry/business description: _____

Number of employees: _____ Number of clients/accounts managed: _____

2018 revenue: _____ 2019 revenue: _____ Years in business: _____

(Note: Financial information will be kept confidential)

Company street address: _____

City: _____ State: _____

Zip: _____

Representative name (person teaching the session): _____

Title: _____ Email: _____

Phone: _____ Extension: _____

If selected to lead the session, would you be willing to provide complimentary follow-up consultations for attendees? If yes, can you describe?

Are there any additional tools, leave behinds, etc. you'd be willing to provide for each attendee?

Benefits of being an Equip Series session expert:

- Your name and logo listed as the expert on all event advertising - eblasts, social media, chamber lobby display, chamber website and weekly newsletter
- You'll establish brand awareness within the small business community
- You can hand out literature or promotional goodies to attendees
- You'll have the opportunity to connect with potential new clients during the session and outside of the session during your complimentary consultation, while establishing yourself as an industry expert
- You'll receive a list of attendees and their email addresses immediately following the session

Please initial:

_____ I understand that my company is not receiving any compensation if selected to lead or prepare content for an Equip session.

_____ I understand that this is not a sales pitch. All discussions regarding company capabilities and pricing should be done before or after the Equip session. (This includes networking and Q & A time)

Authorized Business/Organization Representative:

Signature: _____ Date: _____

Please Print: _____

Please return this application and required supplemental materials to Brandon Campbell, Director, Small Business & Inclusion, at bcampbell@littlerockchamber.com. **For questions call 501.377.6031.**

For additional needs or assistance, contact Calli Turner, Manager, Member Events & Programming, at cturner@littlerockchamber.com or 501.377.6027. For more information about the chamber and other programs, go to littlerockchamber.com

DISCLAIMER: The Little Rock Regional Chamber reserves the right to refuse any sale for any reason. Sponsorship/trade does not guarantee sales or leads for sponsoring company.

Guidelines:

Please read the following guidelines carefully before submitting your session proposal.

- All organizations applying to teach an Equip Session must be a current member of the Little Rock Regional Chamber and in good standing with the Arkansas Secretary of State.
- The chamber reserves the right to add, edit or make changes to the session title, description and mode of presentation.
- In order to provide these complimentary sessions to small business owners, the chamber is unable to pay for speakers, content, etc.
- Organizations proposing sessions are responsible for confirming speakers and preparing content upon acceptance of session proposal.

Submission deadline: Wednesday, March 11, at 12 p.m.

Proposal submissions:

Please send completed proposal forms to Brandon Campbell at bcampbell@littlerockchamber.com or hand deliver them to the Little Rock Regional Chamber, Attn: Brandon Campbell.

Proposals are evaluated by a group of judges from our Small Business Growth committee. Anonymous applications are presented to the judges who then choose the best proposal from an expert to teach the seminar. You will be notified via email regarding a decision on your proposal. If your proposal is accepted, you'll have two business days to accept or decline the invitation to present. If the session proposal is accepted, the organization that submitted the proposal will be responsible for confirming the speaker, creating the content and any takeaways.

Session topics:

Let's face it: running a business is hard. That's especially true for small business owners who wear many hats and face all the challenges that come with those roles.

Small businesses are the driving force of our region's economy and the chamber is always looking for ways to serve them. The Equip Series offer workshops on topics that our small business members voted on in a survey regarding their top business concerns. Workshops are led by an expert chamber member, ensuring the presenters will have firsthand experience with what works for our region.

Each session takes place during breakfast on a weekday. The agenda for each session is as follows:

- 7:30 – 8 a.m.: Check-in, breakfast and networking
- 8 - 9:15 a.m.: Programming
- 9:15 - 9:30 a.m.: Q & A

Please indicate which Equip session(s) you'd like to lead:

_____ Business Development & Growth: What steps to take to move your existing business from good to great, build a network, increase revenue and sustain your company's success

_____ Start and Grow your Business in Little Rock (Taught in Spanish): A step-by-step guide for Latino/Hispanic businesses on how to succeed through marketing, sales, network building and leveraging available resources in Central Arkansas

Proposal form:

Please provide a proposal form for each topic you'd like to apply for.

- 1. Suggested session title.** Eight words or less.
- 2. Session description.** Provide a 1-2 paragraph description of the session you are proposing. Address why this topic is important to small business owners and how your session will help the attendees solve the challenge identified.
- 3. Marketing Description.** Provide a 50-75-word description of the session you are proposing.
- 4. List three bullet points that describe the key takeaways of this session.**
- 5. How does this session proposal offer a new or innovative understanding of this topic?**
- 6. Suggested mode of presentation.** Workshop, speaker, panel, etc.
- 7. Would you be willing to give any client testimonials or references? If so, please provide.**
- 8. Suggested speaker/speakers.**
 - a. Name
 - b. Title
 - c. Company/organization
 - d. Mailing address
 - e. Phone
 - f. Email
 - g. LinkedIn URL
 - h. Why did you select this person as a speaker?
 - i. Biography with details on how your business grew or overcame an obstacle (200 words)