

# MarketPlace

opening doors to success

Learn new skills, network with service providers and other entrepreneurs and discover what works for your small business and community!

<http://www.cfra.org/marketplace/home>



## Request for Presentation Proposals

The Center for Rural Affairs and their many partners invite you to submit a proposal to present at the 5<sup>th</sup> Nebraska MarketPlace: Opening Doors to Success Conference. In our 5<sup>th</sup> anniversary year of offering the conference one of the many goals is to connect potential and existing small business owners with high-quality professional development opportunities, information to start or expand their business, and offer education on the latest trends and proven best practices in the field of entrepreneurship, community development and more.

The 5<sup>th</sup> Nebraska MarketPlace will take place on Tuesday, February 22, 2011 and Wednesday, February 23, 2011 at the Ramada Convention Center, Kearney, Nebraska.

### ABOUT the PRESENTING ORGANIZATION:



The Center for Rural Affairs was established in 1973 as an unaffiliated nonprofit corporation under IRS code 501(c)3. The Center for Rural Affairs was formed by rural Nebraskans concerned about family farms and rural communities, and we work to strengthen small businesses, family farms and ranches, and rural communities. The Center for Rural Affairs has evolved

into one of the nation's leading rural organizations known for our pioneering work to rebuild rural America and our national work to reform federal policy.

### CONTACT INFORMATION:

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For more information on the presenting organization, check out the Web sites at: [www.cfra.org](http://www.cfra.org)

### Check out the social media web sites as well for more information on the Nebraska MarketPlace:



<http://www.facebook.com/pages/Lyons-NE/NebraskaMarketplace/149335183428>

[http://www.linkedin.com/groups?gid=2719694&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=2719694&trk=myg_ugrp_ovr)

<http://twitter.com/NEMarketplace>

“The Center for Rural Affairs is an Equal Opportunity Provider and Employer.”

## GENERAL INFORMATION

### Primary categories for topics being considered for the 2011 program include:

- **Marketing** - Unique approaches to help entrepreneurs prosper through innovative marketing (examples: branding and packaging products or services, niche marketing, etc.)
- **Agriculture** – Exceptional opportunities available as an agricultural business (examples: agri tourism, direct marketing of local foods, high value products)
- **Financing** – Educational tools to increase knowledge (examples: cash is king, financing your business)
- **Community Development** – Innovative community offerings to enhance unique entrepreneurial approaches (examples: how's and why's of being an entrepreneurial community, public policy, renewing your community, youth retention/attraction, investment clubs)
- **Technology** –Extraordinary ways to increase business using technology anywhere you live (examples: podcasting, off and online businesses)
- **Business Development** – Programs that build business competency levels, creating awareness, improving business skills (examples: risk management, legal issues, customer service)
- **Youth** – Introduce entrepreneurial experiences and concepts encouraging career exploration and opportunities
- **Women Business Owners** –What does it take for you, a WOMAN, to start your own business? What challenges will YOU face in taking control of your destiny and opening your own business?
- **Innovation** - unique and innovative ideas that can create opportunities for rural small business development
- **Policy** - How does policy (both national and local) work? How does it impact small business and community?

### All proposals will be evaluated by the following criteria:

- Originality of the presentation material. Is this the first time the session has been offered or has it been offered numerous times in the state of Nebraska?
- Relevance to the conference attendee demographics
- Ability of the session to spotlight latest trends, innovative ideas and encourage proactive thinking and learning
- Capacity to focus on technical skill development, best practices and ideas
- Completeness of submitted proposal
- Significance and depth of the content
- Timeliness of the topic

**Proposal Submission Deadline:** Friday, July 23, 2010

*Presentations received after deadline date may not be reviewed.*



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# Request for Presentation Proposal

**Session Title:** Provide a brief title for the session (6 words or less)



**Please indicate which Session Category your presentation is most suited for, as well as the appropriate session level for attendees. The descriptions follow:**

**Session Category:**

- Financial
- Marketing
- Business Development
- Agriculture
- Community Development
- Technology
- Youth
- Women Business Owners
- Policy
- Innovation
- General Session Keynote Speaker

**Target Audience(s):** (Check ALL appropriate boxes)

- Potential business owners
- Existing business owners
- Service providers
- Store front / home based
- Agricultural operators (farm and ranch)
- Students
- Teachers
- Community and Economic Developers

**Time Recommendation for Presentation**

- 1 hour – Offered on Wed. Feb. 23<sup>rd</sup> only
- 1.5 Hrs. Offered on Tues. Feb. 22 only
- 3 Hrs. Offered on Tues. Feb. 22 only

**Session Level:**

- Beginner (Requires little or no previous knowledge of the topic)
- Intermediate (Requires some knowledge of the topic)
- Advanced (Requires a working knowledge of the topic; focus is on implementation)

**Will this session be hands on learning experience?**     Yes     No

**Have you given this presentation before?**

- Yes     No
- If so, when and where: \_\_\_\_\_

**Please indicate your presentation preference (the team will try to accommodate all speaker preferences, however, alterations may be needed due to scheduling):**

- Tuesday, Afternoon
- Wednesday, Morning
- Wednesday, Afternoon

**Session Description:** Describe your session in a manner that will “market” your session to the participants. This description will be used to promote the program and will be included in the conference program. (300 maximum characters)

**Session Goals and Learning Objectives: (300 maximum characters)** provide a description of what attendees will gain by participating in your session and explain the learning objectives and potential for a deeper understanding of the topic.

### **VIDEO SUBMISSION FOR MARKETING PURPOSES**

I, \_\_\_\_\_, will create a sample 1 to 4 minute video granting permission to the presenting organizations to utilize as a marketing tool to promote my session at the 2011 MarketPlace Conference held in Kearney, NE.

I Will NOT be submitting a sample video.

### **VIDEO & AUDIO RECORDING AUTHORIZATION**

I, \_\_\_\_\_, give the presenting organizations for the 2011 MarketPlace permission to video and/or audio tape portions of my 2011 MarketPlace presentation to be used as future promotional documents for upcoming events. (i.e. YouTube, Facebook, Web sites and more) The tapings will not be re-sold and used only for marketing future events.

I Do NOT give permission to post on the web.

### **MATERIALS AUTHORIZATION FOR WEB ARCHIVES**

I, \_\_\_\_\_, give permission to the presenting organizations to post my PowerPoint presentation from the 2011 MarketPlace Conference held in Kearney, NE on the Web site or any social media sites which pertain to the event. My copyright as author will be retained by me.

I Do NOT give permission to post on the web.

**PRESENTER INFORMATION  
(REQUIRED FOR ALL PROPOSED PRESENTERS)**

**PRESENTER 1**

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business / Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Biography (75 words maximum):** Biography must be in narrative format as opposed to bullet or resume format.

**PRESENTER 2**

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business / Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Biography (75 words maximum):** Biography must be in narrative format as opposed to bullet or resume format.

## MUTUAL AGREEMENT

### Before submitting your proposal, please read the following:

- Your proposal(s) will be considered only for the 2011 Nebraska MarketPlace: Opening Doors to Success Conference in Kearney, Nebraska, Feb.22-23, 2011.
- Submission does not guarantee inclusion in the conference.
- MarketPlace may record its conference presentations and the recordings may be used in marketing future conferences. Speakers who grant MarketPlace permission to record their presentations will be given preference in the selection process.
- While the exact schedule is not yet confirmed, we anticipate sessions will, on average, accommodate up to 30 or more attendees.
- All proposals must be individually submitted electronically. Check your submission to ensure all necessary information is provided. Proposals missing required information will result in delay and may lead to rejection.
- You agree to work cooperatively to refine the presentation and integrate it with other presentations as requested by advisory team.
- Collaborate with the MarketPlace Staff on the written description of your session(s) to be included in promotional materials, as well as the format, length and level of the presentation.
- Provide a master copy of the PowerPoint presentation to the MarketPlace Staff by Feb. 1, 2011 to be included in the conference proceedings.
- Provide a photograph electronically in JPEG, PDF or TIF formats for use in marketing materials.
- ***Refrain*** from using the platform, audio-visual materials or handout materials to promote your business or product, however, utilize your expertise to educate and inform attendees of best practices. The MarketPlace team has the authority to reject or eliminate improper materials as deemed necessary.
- MarketPlace presenters will receive a complimentary registration to the entire conference.
- Presenters will not be compensated for their presentation. This is your opportunity to network and build relationships through your quality presentation to entrepreneurs and service providers.

By electronically signing below, you agree to accept the conditions within this document.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Proposal Submission Deadline: Friday, July 23, 2010**

### ***To submit the document:***

- 1) Click on the Save Button below and attach as a file in an e-mail
- Or
- 2) Click on the e-mail button to e-mail directly to Joy Marshall at [joym@cfra.org](mailto:joym@cfra.org)

If you have problems with the file, please call 402-614-5558 to request the file in MS Word format