



America's SBDC Call for Presentation Guidelines

Welcome to America's Small Business Development Center (SBDC) call for presentation guidelines. The conference provides professional development to our national network, from top-level professionals sharing their knowledge and the latest consulting tools, along with many of our partner organizations sharing their best practices.

America's SBDC Professional Development & Education Conference Committee is soliciting proposals for 1.5 hour, 3-hour (half-day), and for 6-hour (full-day) programs. The number of participants per program could range from 35 – 150 people, please consider this as you submit your proposal(s). You will need to indicate the minimum hours needed to effectively deliver your program; Full day programs may be considered for pre-conference / post conference workshops.

Workshop Proposals: All proposals are read and vetted by the Professional Development & Education Conference committee. Incomplete submissions will not be reviewed and the submitter will be notified no later than **January 31, 2016**, informing them they were not considered. (Incomplete submissions have inadequate information; such as an agenda or slide deck) **All applicants who meet the proposal requirements and are considered for review will be notified of their proposal status no later than APRIL 11, 2016.** Workshop proposals should address the topics listed within this document to include to entrepreneurship, small business development, or center management.

Selection Criteria: America's SBDC Professional Development & Education Conference Committee is interested in reviewing and selecting programs related to or covering the following subject areas: **Core Competencies, Advanced Consultant Skills, Specialty Programs, Human Resources and Center Management.**

The committee will review each proposal for the following: meeting core competency skill requirements, quality, and completeness of the overall proposal, clarity, organization, creativity, and the ability to deliver the information within the prescribed time frame. The sessions selected will enhance the quality of SBDC services, provide the SBDC/SBTDC network practical information to either assist small businesses or their centers. If your workshop is selected, **all SBDC presenters will need to register and will be provided a reduced conference fee.**

Professional paid speakers: We do have a small budget to work with, we will negotiate all fees, travel expenses (not to exceed \$750.00), room rates, conference fees and other amenities as part of your compensation.

Key Note speakers: ***This year we are not accepting submissions for keynote speakers.***

The Theme for the conference is Generational Change – your workshop submission will need to incorporate the theme within your workshop presentation; whether in the opening, the closing, or you weave the theme throughout the presentation.

[Go to the Online submission page](#)

Core Competencies	All SBDC consultants, trainers, and client service delivery staff should possess the skills, knowledge and abilities to assist their clients on the following: Business Plan Development, Strategic Planning, H.R./Operations, Financial Analysis, Accounting, Marketing, and assistance with access to capital
Advanced Consultant Skills	Experienced professional consultants, trainers, center directors and program administrators with extensive experience in the SBDC network serving growing businesses. These advanced programs need to challenge and expose the individuals to new programs, tools, or skills. The programs should encompass the following: advanced accounting or financial analysis, management techniques or tools, marketing techniques or tools, contracting, communications, International Trade, and manufacturing for example.
Topics of Interest Core Competencies & Advanced Consultant Skills	
Benchmarking and Goal Setting	Design a workshop for SBDC consultants focusing on: monitoring, organizing or establishing metrics for businesses. Supply consultants with tools to think beyond the now and provide ideas on creating a workplace environment with accountability.
Business Assessment	Design a workshop for SBDC consultants focusing on buying and selling a business, business trends, audits, valuation, exit planning, feasibility and viability assessments and/or turnaround strategies for distressed small businesses.
Capital Formation	Design a workshop for SBDC consultants focusing on equity financing, alternative financing programs, venture capital, debt financing, mergers and acquisition, joint ventures, private and public offerings for the SBDC clients.
Consulting	Design a workshop for SBDC consultants focusing on the techniques, skill sets, and strategies for creating effective consultants and or consultation programs for the networks SBDC staff.
E-Commerce	Design a workshop for SBDC consultants providing an overview of electronic commerce by examining and evaluating tactics of businesses utilizing the internet and other electronic media as part of their marketing mix.
Economic Development	Design a workshop for SBDC consultants focusing on the community trends in business and economic development.
Entrepreneurship	Design a workshop for SBDC consultants providing an understanding of entrepreneurs, entrepreneurial behavior, as well as the success factors for small businesses.
Ethics	Design a workshop for SBDC consultants focusing on business ethics.
Family Business	Design a workshop for SBDC consultants focusing on the dynamics of family-held businesses, providing organizational strategies, and how to create succession plans.

Financial Analysis	Design a workshop that assists SBDC consultants help clients learn how to take a company to the next level: slow growth, rapid growth, and continuous growth. Focus on the “hows” and “whys” of evolving as a leader at each stage, identifying red flags, vital signs, and secrets of sustained growth
Franchising	Design a workshop for SBDC consultants focusing on evaluating franchise options, effectively selecting a franchise.
Fraud	Design a workshop for SBDC consultants to help clients understand and protect their reputation and bottom line. Place emphasis on strategies to identify, monitor, assess and weigh fraud vulnerability to the firm, and strategies to proactively curb fraud vulnerability
Human Resources	Design a workshop for SBDC consultants to help clients understand the roles and responsibilities of supervisors including: planning, organizing, leading, staffing, and managing performance; develop improved communication and human relations skills; and to learn techniques for delegation, performance appraisal, and motivating employees. Become familiar with the impact of laws governing the employer-employee relationship such as labor laws, equal employment opportunity, harassment, workplace violence workers compensation and OSHA.
International Trade	Design a workshop providing an in-depth review of exporting/importing, permits, case studies and best practices. Provide a workshop providing information on developing an import/export marketing plan, and incorporate the international trade internet use and issues.
Legal Issues for Entrepreneurs	Design a workshop for SBDC consultants to help clients understand all major business structures and discuss the costs, required formalities, benefits and tax implications inherent in each. Provide emphasis on the selection of the correct structure for the actual business being contemplated, with a minimum of red tape and taxes. Offer insights on how to achieve increased profits, reduced overhead, and lessened risk
Lending	Design a workshop for SBDC consultants to help clients understand credit agency reports; lenders perspective on loan reviews, banking industry insights; structuring loans, micro-loan programs; SBA loan programs and applications.

Marketing

Design a workshop increasing SBDC consultants' skills to help clients understand advertising campaign management. This includes strategy development, advertising, and promotional relationship, media, budget management and control, and measuring results.

Design a workshop for SBDC consultants to help clients to examine the principles of the behavioral sciences and how these sciences are used in creating marketing communications plans aimed at consumer or professional buyers. Specific topics should include perception processes, lifestyle analysis, personality psychographics, motivation analysis and influence of groups on buying behaviors

Design a workshop to assist SBDC consultants help clients understand the processes and techniques used in securing, analyzing and creatively using market research information to identify customer problems and opportunities. Provide emphasis on how to determine marketing strategies and create plans for product development, marketing promotional evaluations, operation efficiencies and client satisfaction

Design a workshop to assist SBDC consultants help clients understand the importance of strategically positioning products amongst competitors to achieve maximum growth and profit. Place emphasis on effective strategies for positioning new products, existing products, as well as repositioning of products and companies.

Design a workshop to assist SBDC consultants help clients examine the knowledge and skills required of an effective salesperson. Provide emphasis on methods of identifying prospects, securing appointments, pre-approach planning, gaining attention and interest, understanding prospects' wants and needs, obtaining agreement of concerns and solutions, showcasing product benefits, handling sales resistance, identifying and responding to buying signals, sale-closing techniques, post-call analysis and customer retention techniques.

Organization Management

Developing an effective team, managing highly effective teams

Planning

Design a workshop providing the SBDC consultant the ability to help clients create, improve and understand the various types of business plans. This can encompass financing and strategic planning.

Resources

Design a workshop providing the SBDC consultant working with resource partners, special skills for manufacturing. Developing an effective team, managing highly effective teams, SBDC Network resources; Census resources; Resources in Spanish; Resources to support client counseling

Risk Management

Design a workshop providing the SBDC consultant the resources for an in-depth review of risk management issues; insurance; and disaster preparedness

Social Media

Design a workshop for SBDC consultants providing an overview of electronic commerce by examining and evaluating tactics of businesses utilizing the internet and other electronic media as part of their marketing mix. Provide an emphasis on web technology trends and e-commerce strategies for penetrating the market.

Tax

Design a workshop for SBDC consultants to provide their clients

information on new tax structures for small business, analyzing the small business tax return

**Specialty Program:
Technology**

How to develop an SBIR proposal; Providing quality assistance to inventors; Developing an SBTDC; Partnerships for nurturing tech-based businesses; technology commercialization

Trademarks, Copyrights

Provide a workshop to assist SBDC consultants help clients increase their chances of success by protecting their intellectual property. Provide an in depth program of what and how ideas and materials can be protected. Another area to be could be how to keep from violating the rights of others and still remain competitive.

**Specialty Programs
Government Procurement**

Contracting with government agencies is an attractive means to achieving a company's financial goals. Selling to the government has a set of rules and procedures distinct from traditional markets. Design a workshop to assist SBDC consultants help clients understand procedures for bidding, performing, and getting paid as part of a government contract. Include how to do contract for goods and services with federal, state and local governmental entities

Center Management

Workshops in the **Center Management** track are designed for State Directors, Associate Directors, Center Directors and management teams to enhance their SBDC operational endeavors.

Design a workshop assisting SBDC personnel to learn the concepts to become an effective leader in today's global business environment for their center. Provide emphasis on determining one's leadership style and the implications of that style on workgroup performance. Incorporate discussions about ethics, corporate mission, vision and culture with the objective of enhance one's ability to motivate and positively influence others with an increasingly diverse workforce

Design a program to assist SBDC center directors "manage" their employee performance by establishing performance expectations, identifying and providing needed training and support, monitoring performance, and providing formal and informal feedback. Provide emphasis on how to conduct their employee performance evaluations and methods to take corrective action. Identify sources of inadequate performance - skills and knowledge, processes and systems, motivation and personal issues - and determine appropriate resolutions to each. Provide techniques and methods for coaching and mentoring good performers to higher levels

Effective change management requires focusing on how proposed changes will impact people -- employees, customers, suppliers, etc. Design a workshop that helps SBDC personnel examine why their people (and organizations) naturally resist change, and how to overcome this resistance. Discuss what can be done to minimize the potential trauma which changes -- planned or not -- may create in people and organizations

Design a workshop that assists SBDC personnel learn how to integrate TQM into planning and project management, strategic management, process improvement, and how to modify an organizations behavior for their state/center. Provide special emphasis on how to assess

supervisor's roles and responsibilities related to quality including identifying and meeting customer's needs, applying tools and techniques for improving systems and processes, developing a quality training plan for work group members and enhancing work group commitment to continuous quality improvement

**Finance-Center
Management**

Design a workshop to assist SBDC personnel to understand financial audits of local SBDC offices, Generating cash match in an era of shrinking resources, and using SBDCs as a revenue center

**Marketing-Center
Management**

Design a workshop to assist SBDC personnel to develop market specific programs; marketing the SBDC program; regional/center promotion and marketing.

**Succession Planning-
Center Management**

Design a workshop to assist SBDC personnel on succession planning for State or Regional Directors; Provide case studies and best practices for successful succession planning.

**Training-Center
Management**

Design a workshop to assist SBDC personnel on the specific training issues and the newest innovations; provide best practices; ideas for generating training income; designing and presenting effective training programs; facilitation skills for trainers; marketing SBDC training; designing and providing on-line training

Specialty Programs

Specialty programs include industry and/or topical discussion, networking sessions and other skill, knowledge and ability type training any attendee might want to attend for personal and/or professional growth.)

**Specialty Programs -
Discussion Forums**

Discussion forums provide the opportunity to cover specific topics of network interest. Formats include: roundtable, panel dialogue, and facilitated discussion. . The Goal: To encourage audience participation, share best practices, and learn what's happening in the SBDC Network. Discussion forums must be submitted online as a program submission. These do not typically involve a formal presentation; however, it is highly recommended some type of handout/ and or PowerPoint be developed for the program.

All proposal questions should be referred to: Brett Thibodeau (Brett@AmericasSBDC.org) at America's SBDC: 703-764-9855.

A sample proposal format has been posted on America's SBDC website. We recommend you print this out to serve as a guideline for coordinating your proposal for on-line submission.

[Go to the Online submission page](#)