

Request for Presentation

2019 Small Business Success Summit

Scope

The Greater Des Moines Partnership is launching our third annual Small Business Success Summit on Nov. 8 at the FFA Enrichment Center located at DMACC's Ankeny campus. This event is one of its kind for Greater Des Moines (DSM) and will inform, educate and inspire business owners. The Summit will feature motivating keynote speakers and engaging breakout sessions on a variety of timely topics that are impacting business owners and managers. There will also be time allotted for our attendees to network and establish strategic partnerships. With the support of our partners we are anticipating more than 300 attendees!

The Partnership is seeking proposals from qualified Members to facilitate educational workshops for its Small Business Success Summit breakout sessions. Examples of topics from 2018 included:

- Branding is NOT a Good Logo (or Branding Strategies)
- How Does Your Company Keep Score?
- Brand Protection and Infringement Prevention
- Finding and Retaining Great Employees
- Things to Know When Hiring an Employee
- Facebook and Instagram Marketing Essentials
- Open More Doors – Close More Sales
- How to leverage the media
- How to Understand the 3 Essential Financial Statements for Financial Reporting
- Discipling and Terminating Employees
- How to Leverage Health Insurance Benefits to Attract and Retain Top Talent
- Developing an Integrated Communications Plan for Your Organization
- Build a Business to Last – Leadership Skills for Business Builders
- Assessing your Information Security Risk
- Increasing the Value of Your Business
- Financial Needs of Growing A Business
- Marketing on a Shoestring Budget
- Shifting Your Business into Growth Mode
- Leveraging your Diverse Status to Expand your Customer Base
- IMPACT LEADERSHIP- Influence Through Purpose, Persistence and Passion

We request that your proposal address related topics within areas that are timely and pertinent to businesses. The Partnership desires these programs to be encompassing for small to medium sizes business. Attendees will be existing businesses.

The sessions will be 45 minutes long. This will include the intro and any Q&A.

Presentations must be of high-quality information and steer clear of advertising/pushing your company on attendees.

Please feel free to submit proposals for each topic for which you would like to be considered.

Qualified Providers **must** be either a Member of The Partnership through an Affiliate Chamber of Commerce or an Investor of The Partnership.

The Partnership encourages proposals from a diverse group of experts and presenters. Minorities, Women, Veterans, persons with disabilities, members of LGBTQ and experts from a diverse group of suppliers are strongly encouraged to apply.

Summary of proposal process

All **questions** regarding your proposal should be directed to Christina Moffatt, cmoffatt@DSMpartnership.com.

Please submit your proposal via email by 5 p.m. on May 31, 2019

Christina Moffatt at cmoffatt@DSMpartnership.com.

Proposals will be reviewed by the Business Resources and Community Development Board and/or Co-Chairs for Small Business Programming. **Awarded participants will receive notice in June.**

Presentation specifics

Please include the following details in your submission:

Provider Information

- Name (Company or Individual)
- Type of Business
- Years in Business
- Location of Business
- Telephone
- Website Address
- Principal Contact — Name and Title
- Email Address for Principal Contact
- Please include as attachment in email a headshot of speakers and their bios

Program Description

- Please provide brief description and brief outline of your proposed educational offering.
- Is product/program proprietary to your company?

Program Development/Support — Please explain how your company would provide the following services.

- Is this offering something you have presented before? If yes, when and to whom?

Provider Qualifications

- Member of a Greater Des Moines Partnership Affiliate Chamber or Investor of The Partnership.
- Please provide any additional information supporting why The Partnership should select you as the Provider.

Cost of Service

There will be no fee paid to providers for presentations