



REQUEST FOR PROPOSAL (RFP)

Speaking and Topic Facilitator Opportunities for 2010

- Are you considered an expert in your field?
- Can your expertise benefit Chamber members?
- Are you engaging with your audience?
- Are you a member of the Greater Carlisle Area Chamber of Commerce?

If you answered yes to these questions, please consider being a part of the Greater Carlisle Area Chamber of Commerce business education programs in 2010! We are looking for high quality programming to serve the largest part of the Chamber's membership--small businesses. Small businesses account for 83% of Chamber members and are the backbone of the business community.

RFP Overview:

The RFP process serves to identify speakers and topic facilitators for the Chamber business education seminars. As other speaking opportunities emerge, the Chamber staff will use the RFP's to schedule presenters. The Chamber uses its members as speakers; however, in rare circumstances out-of-town presenters may be considered upon Chamber approval. Applicants may submit proposals for multiple topics.

Each program has different goals, objectives and audiences. The Chamber Education Committees and Chamber staff will decide the best fit for the speakers and presentation topics. The goals of all Chamber programming are to:

- Provide Chamber members with opportunities for practical and up-to-date information and training on topics of interest to Chamber members
- Provide strictly business-focused networking opportunities
- Provide members who have subject matter expertise the opportunity to increase their exposure in the community and to interact with other members
- Provide high quality, knowledgeable speakers to Chamber members
- Facilitate the professional and personal development and growth of our small business owners and their employees

Speaker Responsibilities:

- Provide high quality educational presentations
- Engage attendees through audience participation and discussion
- Coordinate with staff regarding any special equipment needs
- Provide a picture, topic summary and biography for marketing purposes
- Will not solicit speaker's products/services to attendees before or during the session
- Ensure the session is not perceived as an infomercial

Chamber Responsibilities:

- Aggressively promote the event through a variety of Chamber communication vehicles
- Promote speaker's name and subject matter through a variety of the Chamber communication vehicles
- Register participants and provide speaker with attendee list for post-event follow-up
- Coordinate with speaker regarding special equipment and material needs for the session
- Provide copies of materials for the session participants

Chamber Communication Pieces:

- Chamber Web Site: www.carlislechamber.org
- Event announcements, committee meetings, special events, etc.
- E-mail announcements

Proposal Submission:

Mail or e-mail this proposal form to:

Carlisle Area Chamber of Commerce
Attention: Megan Kraemer
212 North Hanover St.
Carlisle, PA 17013
Phone: 717-243-4515 ; Fax 717-243-4446
E-mail : mkraemer@carlislechamber.org

Please include the following attachments:



- Resume
- Information about past facilitation experience
- Samples of any session handouts that you intend to use.

If you are chosen as a speaker, the Chamber will arrange a meeting to go over all details of selected event.

Request for Proposal Outline:

A. General Background Information

Speaker Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
Years in business: _____

Describe your Business:

- What makes you an expert in your field (s)?
- What relevant experience do you have in leading business seminars or workshops?
- How do you believe your presentation would benefit Chamber members?
- Are you willing to present as an unpaid volunteer?
- Please include a personal bio that could be used in proposal review process.

B. Proposal

Program title: _____
Learning objectives: _____
Length of Program: _____
Detailed agenda for your presentation:

- Please include 3-5 bullet points for your presentation that can be used for promotional purposes.
- List any audio-visual requirements and resources needed for your presentation:
- Describe any follow-up opportunities for participants who want more information or training for each topic:
- Program Topics

The Chamber selects topics based on member surveys, success of past events, timeliness of topics, etc. Select from the following topic areas and feel free to propose additional topics that you believe would be beneficial to Chamber members:

- Personnel Management
- Marketing
- Customer Service
- Enhancing Sales in a Down Economy
- Internet Marketing
- Social Networking
- Going Green

Selection Criteria

For program quality assurance, the Chamber requires first-hand evaluation of your presentation. Please check one or more of the following options for providing the Business Education committee and Chamber staff with this opportunity:

- Submit a video that demonstrates your qualifications as a presenter (preferably on the topic included in your proposal).*
- Provide the Chamber an opportunity to hear your presentation live (date, time, location).*
- Give a five minute presentation to the Chamber Education Committee.*

The following criteria will be used to select presenters:

- All speakers must be members of the Greater Carlisle Area Chamber of Commerce. Non-members interested in serving as a speaker can join the Chamber during the RFP period. Out-of-town speakers will need special approval from Chamber staff.
- Speakers must have expertise in the topics being presented and demonstrate their ability to tailor the session to the needs of small businesses.
- Speaker qualification will include competencies in presentation and workshop facilitation.
- Program design and materials will be evaluated for clarity, quality and learning design.
- Speakers must be willing to volunteer their time and resources to design and deliver the presentation.
- Program design and materials will be evaluated to ensure that they inform without crossing the line into an infomercial.
- Speakers and topics will be selected with consideration of previous seminars and workshops to limit duplication.

TO BE CONSIDERED FOR A SPEAKER IN 2010, SUBMISSIONS MUST BE RECEIVED BY DECEMBER 1, 2009.