



Greetings!

The Women's Small Business Association (WSBA) is proud to present our 4th Annual Conference and Awards Luncheon on Wednesday, April 4 2012 at The Clarion Hotel and Conference Center in Greentree. This year's theme is "Hands-On Technology." Our signature luncheon brings together business owners from around the city and state to collaborate, innovate, and maximize effectiveness. With a mixture of networking, speakers, trainings, and resources, this year's "Hands-On Technology" focused luncheon will help you put technology to work to advance your goals.

WSBA was founded in 2007 and is currently one of the largest small business organizations in the region. The mission of the WSBA is to be a valuable resource to business women by helping and stimulating small and startup businesses. The goal of the WSBA is to foster women's economic independence by helping them develop skills needed for entrepreneurial success through networking and education.

We are currently seeking two dynamic speakers for our 4th Annual Conference and Awards. This year's luncheon topics are: Online Marketing Tool Kit for Small Businesses and the Mobile Entrepreneur. Since this year's event theme is "Hands-On Technology," we expect for all speakers to integrate hands-on technology in their presentations.

Online Marketing Tool Kit for Small Businesses: 10:15am - 10:50am

We would like to have a presentation that gives an overview of important online tools that should be used for marketing. Below is the time frame for the program, the program description, and the topics that should be discussed.

Everyday there is an increasing number of customers searching for businesses online, and that is where your business should be. This interactive workshop will help you to successfully compete for your customer's business. This online tool box will offers you more ways to customize, manage, track, and adjust your marketing efforts.

The Online Marketing Toolkit covers five aspects of online marketing:

- Building a Website to get your business online (key considerations in building a website for your business)**
- Search Engine Optimization to help customers find your business website (overview of some key SEO considerations)**
- Search Engine Marketing to advertise your business website (overview how paid search**

advertising may fit into a business's online marketing efforts)

-Email Marketing to help keep your customers coming back (benefits to email marketing and tips for getting started)

-Social Media Marketing to deepen your relationship with customers and get new ones (tips and instructions on creating a social marketing page)

The presenter must be able to allow attendees to follow with their laptops.

We would like to offer a program that educates attendees to the mobile devices that are currently being used by entrepreneurs, useful apps, and other information that can help today's mobile entrepreneur. Below is the time frame for this program and the program description.

The Mobile Entrepreneur: 11:00am - 11:45am:

When opportunity knocks, are you hearing the knock? Smart phones, tablets, PDA's and other high-tech gadgets increase personal and professional productivity. Employees connect to the office from a home computer with secure VPN (virtual private networking) technology. Some sales people use PDAs, mobile computers and other high-tech devices to submit work orders and contact business associates. Sales transactions can even be instantly completed with the use of convenient devices like the Square--a mobile credit card reader just about 1 inch long that connects to most mobile devices. Business professionals and college students are two consumer groups that use high-tech gadgets to finish projects and collaborate with others through mobile technologies while at home, in the dorm or at the office. This interactive workshop will update you to the newest apps, functions that are useful for entrepreneurs, and it will help attendees to identify which gadget is best for their needs.

Panel

We are also seeking experts and professionals within the marketing industry, to provide some insight on the current marketing techniques that are used by entrepreneurs.

The panel speaker should be able to answer marketing questions presented by the attendees, to the panel. Time commitment is 45 mins. The presenters will encourage attendees to try application suggestions during the program.

Enclosed are details regarding our Request for Speakers. We look forward to your participation and hope that you take advantage of this exciting opportunity!

Sincerely,

Susan Miller
WSBA Founder and Director

WSBA Speaker Request for Proposal

Please include attachments if necessary

Speaker Proposal Application

Name: _____

Company: _____

Phone: _____

Email: _____

Which session topic are you submitting for? **Online Marketing Tool Kit for Small Businesses or
The Mobile Entrepreneur**

Describe your session in 150 words or less:

Please list a few past speaking engagements:

Please provide a brief professional bio:

Tell us 3 ways you keep your audience engaged:

What are your audio/visual requirements (i.e. laptop, LCD projector, Screen, etc)

Please list any handouts or materials you plan to use in your presentation

Interested parties must submit a speaker application to be reviewed by the planning committee. Final decision will be made after all applications have been collected by the deadline: Jan 17, 2012. If you have any questions or would like to submit an application, please email your applications to Wadria Taylor at events@styleandsteel.net or call 412-208-0249.