

Guidelines & Proposed Topics

SPECIFICATIONS & ADDITIONAL INFORMATION

Format - Main presentation—approximately 60 minutes:
Provided: coffee & water
7:45-8:00 Registration
8:00-9:00 Presentation (you have up to 60 minutes for presentation and Q&A)

Proposal content – Please provide no more than one page.

- How will you cover the material – specifically identify 3 objectives that you will cover.
- ATE strives to provide participants with practical, “hands-on” information they can take back to the office and put into actual use. How would you facilitate this objective? What would be the concrete take-aways for your presentation?
- Biography and photo
- Availability, please list availability on Tuesdays and Wednesdays for all months (January – June; August – November). Specific dates for each month will be finalized with the presenters once we have received all feedback and made the final selections. Sessions will be held at the **Welcome Center or TBD**.

Submission deadline. Please submit your proposal by January 15, 2016 via email to Melissa Theisen at info@trollway.com.

Speaker selection. The Committee will weigh all proposals fairly and reasonably. We’re simply looking for the speaker most likely to achieve ATE’s overall objectives and deliver actionable ideas and real take-home value to diverse groups of business leaders and Chamber members. It’s not an exact science, and no committee is perfect. So we pledge to make ourselves available to discuss any concerns about the selection process.

2016 Proposed Topics:

Personal Management:

- Cloud – personal cloud – device free, private clouds – accessible
- Stress management techniques
- Time management for personnel/productivity/prioritization
- Public speaking; Presentation Tips
- Work-Life Balance
- Personal Finance; Goal Setting & planning

Business Management:

- Management Strategies; Going from co-worker to manager
- Accounting for small business
- Business succession planning
- Creating & maintaining an engaged culture



- Moving to the Cloud; Cloud Transition
- Security & safety tips
- Workplace Wellness
- Apps for business
- Small Business Management

Marketing:

- Techniques and strategies
- Targeting certain demographics
- ROI & analytics
- Social Media Marketing
- LinkedIn for business & connections
- LinkedIn – what’s new
- Local marketing strategies
- SEO; Navigating web presence

Networking:

- Networking etiquette; how to carry oneself in a business setting
- Effective networking
- How to promote yourself; Asking for referrals
- Utilizing LinkedIn

Sales:

- Sales training
- Converting leads into sales
- Best choices & uses of CRM
- Building relationships for sales

Misc:

- Entrepreneurship & starting a small business
- Health insurance challenges; ACA
- HR - Challenges finding quality talent/employees
- HR - Interviewing
- Non Profit – volunteers; stake-holders; marketing
- Identity theft– protection, basic knowledge
- Subject of your choosing

If you have a topic that you think would be of interest to our membership please feel free to suggest it. Please submit all proposals by January 15, 2016 to info@trollway.com

THANK YOU!