



Creative Sector Entrepreneurship Instructors

Request for Proposal

Responses requested by November 17, 2017

RFP Overview

The RFP process serves to identify speakers for the creative entrepreneurship workshop series. As speaking opportunities emerge, applications will be considered from RFP respondents on topics identified by 300+ maker business owners in the region. Topics include: scaling your business, e-commerce, product photography and exporting (see Workshop Schedule below for expanded titles).

The Center for Craft Creativity & Design (CCCD) and Mountain BizWorks (MBW) welcomes speaker submissions from arts, design and new media faculty; active entrepreneurs with a documented track record of success in the identified topic areas; and, renowned makers who are widely acclaimed for their business acumen. Applicants may submit proposals for multiple topics. The topic submission period is from October 27, 2017 through November 17, 2017 for events and workshops beginning January 25, 2018.

Workshop Schedule

January 25, 2018: Creative Entrepreneur Series Kickoff

February 17, 2018 (2/20/18 inclement weather date): To Scale or Not to Scale

March 1, 2018 (3/7/18 inclement weather date): Building an Effective E-Commerce Store

March 22, 2018 (3/24/18 inclement weather date): Implementing Best Photography Practices in Multi-Channel Markets

April 10, 2018 (4/17/18 back up date): Expanding Your Exported Goods Market: Growing Your Sales Outside of the Local Market

Presentation Topics

We seek presenters to share best practices, leading-edge ideas and inspire maker CEOs to engage in the content for implementation. Topics are developed based on information collected from the 2017 WNC Makers survey, success of past events, and relevance of topics across multiple maker industry businesses.



Each workshop contains different objectives but the primary goal of each workshop is to provide content that business owners will implement and develop and find support in peer-to-peer engagement. CCCD and MBW will decide the best fit for the speakers and presentation topics. The goals of these CCCD and MBW events and education are to:

- Provide maker business owners with opportunities for practical and up-to-date information, training and education on relevant topics of interest
- Provide maker industry business owners and professors who have subject matter expertise the opportunity to increase their exposure in the community
- Provide high quality, knowledgeable speakers to workshop and event attendees

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, top three leading edge business tools for implementation, and a biography
- Ensure the session is not perceived as an infomercial
- Promote your participation in the event on your social media sites
- Provide own printed pieces and/or promotional collateral

CCCD¹ and MBW Responsibilities

Promote the event, speaker, and subject matter through a variety of communication vehicles:

- CCCD and MBW website
- Announcements at other CCCD and MBW events
- E-mail newsletter announcements
- CCCD and MBW social media channels - Twitter, Facebook, Instagram
- Register participants
- Coordinate with speaker regarding special equipment and material needs for the event



Notification

Your input is valued and will be carefully considered by our entrepreneur education team. We appreciate all submissions and if you are not selected for this upcoming program year, we welcome you to submit again for the following year. Opportunities will be afforded first to program themes and then speakers that fit those themes.

How to Submit

Please complete the form below by no later than November 17, 2017 to submit your information and proposed topic details to the entrepreneurship program manager for consideration. Please submit completed application to kimberly@mountainbizworks.org with the following:

- a. Your business name, title, contact information, website, social media handles
- b. Proposed topic with a presentation summary that includes a list of three to five learning objectives
- c. The specific benefits participants will take away
- d. How you plan to engage the audience in interaction
- e. Why this topic is relevant and essential knowledge for maker business owners
- f. How you gained expertise in this subject matter
- g. All compensation requirements
- h. If available, attach a 60 second digital snapshot of your session OR three slide presentation sample
- i. Provide a biography with headshot
- j. Include reference from two to three organizations where you have previously presented
- k. Presentation materials/handouts
- l. What size and types of maker businesses would benefit most from your presentation