

## **COSE Call for Speakers**

**Your experience and expertise is what makes our programs so valuable for members. Thank you for taking the time to complete the attached form. We look forward to receiving your submission.**

### **To become a small business conference speaker, you should meet the following guidelines:**

- Have relevant credentials related to the topic
- Present content that is relevant to current needs and interests of COSE members
- Be available for consultation following the program
- Have experience speaking in front of an audience
  - Have presented the content before
  - Have presented in front of a minimum of 15 people
- Presentation must have an interactive component such as networking or experiential learning with the audience
- If available, please provide handouts and additional resources
- Deliver practical information that participants can put to immediate use in their workplace

### **Audience Profile**

- 90%-95% of participants from small businesses
- Founders, CEOs, presidents and owners of small businesses across all industries
- Entrepreneurs
- Community leaders

### **Workshops**

Workshops will cover the following professional disciplines: Finance, Marketing, Sales, Human Resources, Technology, Small Business Tools, and Professional and Personal Development

### **Speaker Benefits**

- Increase visibility with your peers
- Give back to your fellow small business owners and their employees
- Name recognition for your company or organization
- Access to potential customers for your business

**Preference will be given to a speaker who:**

- Is a current COSE member; however we encourage non-members to apply
- Strongly calls and inspires the participants to employ the skill or model presented
- Provides handouts
- Engages in a presentation style appropriate for adult learners (required)
- Uses audio-visual aids
- Provide participants with information on the topic as well as gives them a new skill with an immediate and practical application
- Presents tested, validated approaches or models
- Addresses timely, relevant subjects within a provided topic area (required)

**Commercialism**

Presentations should be of a non-commercial nature. The presentation should not appear as a sales pitch for the company or services of the presenter. Presentations that are simply descriptions of services or products will not be considered.

**Speaker Compensation**

Workshop speakers for the conference are not paid. If selected as a workshop speaker you may be asked to work with another speaker.

**COSE Call for Speakers Form**

**Small Business Conference (75 minutes total)**

50 to 60 minutes of presentation

15 to 25 minutes of questions and networking

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**Name**

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**Title**

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**Company**

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**Address**

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**City**

**State**

**Zip**

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**Phone**

**Cell Phone**

**E-mail**

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**Workshop Categories or Areas of Expertise:** (Please check all that apply)

**Finance**

**Technology**

**Marketing**

**Professional and Personal Development**

**Sales**

**Small Business Tools**

**Human Resources**

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**Please attach the following:** (All materials must be submitted via e-mail, fax or mail in PDF or Word)

- 150 word bio
- List of areas of expertise
- Digital photo (headshot preferred)
- If including a second or third speaker, please include all information for them as well.
- Three references that can be called (preferred) or emailed
  - At least one professional reference from someone that has participated in one of your presentations
- When submitting a proposal, please submit the following:
  - Title of the presentation
  - Agenda
  - Detailed description of how program is interactive with the audience
  - 3 - 4 goals/learning objectives of the program
  - Copies of handouts that you will be distributing in the workshop (if available)
  - Copies of PowerPoint presentation (if available)

**Please return completed form to:**

**Nicole Stika  
Council of Smaller Enterprises (COSE)  
100 Public Square, Suite 210  
Cleveland, OH 44113-2291**

**Fax: (216) 621-4617**