

WORKSHOP PRESENTER Request for Proposal (RFP)

Overview

The RFP process serves to identify presenters for the LAA's 2017 Latina Empowerment Conference's workshops. As speaking opportunities emerge, we will consider only the presenters who submit complete proposals.

The LAA welcomes Latinas as presenters at this second annual conference. Presenters must be available on **Saturday May 6, 2017** in the morning and afternoon and must present twice. The presentation will be in Spanish and your proposal should be in Spanish.

Deadline to submit your proposal is **April 30, 2017**.

The LAA and the Latina Empowerment Conference

The LAA launched the "Avanzando Juntas" Latinas' Economic Empowerment Program in 2014 with the purpose of empowering Latinas to realize their full potential through economic advancement, addressing the barriers that Latinas face in a new country. The LAA creates access to resources and opportunities through culturally and linguistically appropriate programs and services.

The 2017 Latina Empowerment Conference is a one-of-a-kind event that brings together Latina women from metro Atlanta and beyond for an experience that inspires and empowers them with the tools they need to become change agents in their own lives and communities. Motivational speakers and workshops led by Latina leaders, trailblazers and professionals will provide insights and offer poignant, relevant and impactful discussion on prominent topics affecting Latinas.

Workshop Topics

We seek presenters to inspire, empower and educate Latinas. The topics were selected based on surveys of Latinas, success of past events, timeliness and relevance.

We encourage you to present your topic with the most appropriate format based on your experience, either a Power Point presentation, a hands-on workshop or a discussion. **The presentation must be in Spanish.**

WORKSHOPS

1:25 – 2:15pm

- Communication & public speaking
- Women: take control and lead
- 10 steps to a great business plan
- Social media tools for entrepreneurs
- Transfer your skills to U.S. jobs in demand
- Get certified and get a job!: Panel with technical colleges

2:25 – 3:15pm

- Keeping your emotional health and well-being as an immigrant Latina
- Managing your life as mother, wife, immigrant and small-business owner
- The power of your personal and professional brand
- Social media tools that works for entrepreneurs
- Transfer your skills to U.S. jobs in demand
- Looking for a job? Find the best source of information

If you want to submit a proposal for more than one topic, you have to submit one application per topic.

Presenter Responsibilities

- Provide high-quality educational presentations
- Engage attendees via participation and discussion
- Coordinate with LAA staff regarding special equipment needs
- Provide a head shot, summary and biography for marketing purposes
- Ensure the session is not perceived as an infomercial
- Promote your participation in the conference on your social media sites
- Provide own printed pieces and/or promotional collaterals (approx. 200)

LAA Responsibilities

- Promote the event, presenter and topic through different channels
 - LAA website
 - LAA “Avanzando Juntas” events
 - Email marketing
 - Social media channels – Facebook, Twitter
- Register participants
- Accommodate special equipment request, if possible. Please make arrangements to bring your own equipment.

Notification

The LAA will respond to your submission by April 21. Presenters will be assessed on the presentation’s creativity, content, engagement and objectives.

We appreciate your submissions. If you are not selected for this year, we welcome you to submit again for next year.

Opportunities will be given to program topics first and then presenters that fit those topics.

You will receive a notification and you will respond by signing an agreement back to us.