



3rd Annual Latina Empowerment Conference



PRESENTER Request for Proposal

RFP Overview

The RFP process serves to identify presenters for the LAA's 2018 Latina Empowerment Conference workshops and events. As speaking opportunities emerge, the Workshop Committee will consider only the presenters who submitted the completed RFP's. Presenter must be available on Saturday, March 31st, 2018 in the morning and the afternoon to present twice depending on the workshop selected. Presentation will be in Spanish and your Request for Proposal must also be submitted in Spanish.

Deadline to submit a proposal is February 20th, 2018.

The LAA and the Conference

The Latin American Association (LAA) launched the Latina's Economic Empowerment Program "Avanzando Juntas" in 2014 with the purpose of empowering Latina women to realize their full potential through economic advancement, addressing the barriers that Latina women face in a new country. The LAA creates access to resources and opportunities through culturally and linguistically appropriate education, vocational training and entrepreneurship.

The 2018 Latina Empowerment Conference is a one-of-a-kind regional event that brings together Latina women from metro Atlanta and beyond for an experience designed to inspire, empower and equip attendees with the tools to become a change agent in their own lives, their households and their communities. Motivational speakers and workshops led by Latina leaders, trailblazers and professionals will provide insight and offer poignant, relevant and impactful discussion on prominent topics affecting Latinas women.

Presentation topics

We seek presenters to inspire, empower and educate Latina women. The topics were selected based on Latina surveys, success of past events, timeliness and relevance to Latina women. We encourage you to present your topic with the most appropriate format based on your experience, a presentation, a hands on workshop or a discussion. **Presentation must be in Spanish.**

The LAA will decide the best fit for each topic and will offer the same topic several times

WORKSHOPS

- 1- A Roadmap to Your Business: Develop a business plan in 10 easy steps
- 2- E-commerce: The art of selling and winning through Amazon
- 3- The Digital Marketing Ecosystem: Main digital strategies for entrepreneurs
- 4- Vocational Training: Be trained and be hired!
- 5- Professional Level Employment Opportunities (Presented by Upwardly Global)
- 6- Are you interested in Owning a Franchise?
- 7- The Immigrant Syndrome: Get rid of it and embrace your new life!
- 8- Women: Change your brain, change your life!
- 9- The Art of Networking and Generating Valuable Relationships.

If you want to submit a proposal for more than one topic, you will have to submit an RFP presentation for each topic.



3rd Annual Latina Empowerment Conference



Presenter Responsibilities

- Provide high quality educational presentations.
- Engage attendees via participation and discussion.
- Coordinate with LAA staff regarding special equipment needs.
- Provide a picture, topic 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 collateral. (approx. 200).
- Provide own equipment for presentations (i.e. handouts, laptop, etc.).

LAA Responsibilities

- Promote the event, presenter and topic through multiple channels:
 - LAA website
 - LAA “Avanzando Juntas” events
 - Email marketing
 - Social media channels – Facebook, Twitter, Instagram
- Register participants.

Notification

LAA will respond to RFP submission by no later than February 28th, 2018. Presenters will be assessed based on the presentation’s creativity, content, engagement and objectives. Opportunities will be given to program topics first and then presenters that fit those topics. If you are approved by the LAA to be a Presenter, you will receive notification and will have to respond by signing an agreement which will need to be sent back to us.

We appreciate your submissions and if you are not selected for this year, we will welcome your submission for the following year. Good luck!