

Request For Proposal

Marketing & Social Media Conference

Thursday, September 20, 2018

8 a.m. – 2 p.m.

Florian Gardens Conference Center, 2340 Lorch Ave.



Deadline: Monday, July 2, 2018

Introduction:

The Chamber will be hosting its annual Marketing & Social Media Conference this fall and is seeking proposals from individuals who would be willing to volunteer to present a one-hour session on an aspect of advertising, social media, marketing or public relations. We are looking for topics on a variety of subjects such as:

- Advanced SEO and Analytics
- Adwords
- Apps for Social Media and Marketing
- Branding
- Content Marketing
- Do's and Don'ts of Facebook Company Postings
- Event Planning Tips
- How to Handle Complaints on Social Media
- Integrating Social Media with other Marketing Efforts
- Marketing for Non-Profits
- Media Relations
- Mobile Websites
- New Technology and Gadgets to Help Your Business
- No-Cost Social Media and Marketing Ideas
- Photoshop or Video Editing
- Putting Marketing Strategies into Tactical Plans
- Social Media & Marketing Trends
- Social Video Marketing
- Small Business Marketing

Requirements of Presenter:

1. Must provide an electronic copy of handouts to the Chamber by September 7. The Chamber will provide an opportunity for attendees to download a copy of all handouts.
2. Provide action steps for attendees to follow and implement back in the office after the session.

If interested in presenting, please complete this form and return to Becky Seelen at seelen@eauclairechamber.org or fax to 715-834-1956 by July 2.

Name _____

Business _____

Phone _____ Email _____

Target Audience (check one): ☐ Beginner ☐ Intermediate ☐ Advanced

If we decided to arrange the conference into tracks, which track would your session best fit? Please choose one:

☐ Social Media ☐ Marketing ☐ Public Relations ☐ Event Planning ☐ Other _____

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1. Title of Session:

2. Description of proposed session and what attendees will learn:

3. Bio of Presenter: Please describe your experience in this area and include any information you would like included in marketing materials:

4. AV Needs: Please list any audio visual needs for this seminar (please note that a PC (not Mac) computer and LCD projector will be available. If you have a Mac computer, please bring your own connectors.)

5. Other Comments: