

Great Lakes  
Women's  
**Business**  
COUNCIL



**Great Lakes Women's Business Council  
Women's Business Center  
Michigan Women's Marketplace**

**Core Educational  
Virtual Workshop  
REQUEST FOR PROPOSAL**

Ongoing

## Table of Contents

Introduction and Purpose of RFP.....	3
Presenter Goals.....	3
Target Audience.....	4
Specific Criteria.....	4
Required Documents.....	4
Payment.....	4
Timeline.....	4
Where to Submit and Contact Info.....	5
Presenter's Application.....	6

## Introduction and Purpose

Founded in 1984, Great Lakes Women's Business Council, formerly known as Center for Empowerment and Economic Development (CEED), is a nonprofit champion for women, minority, and small business owners. We provide access to capital, corporate procurement opportunities, certification for women-owned business enterprises and small business educational support. We are one of the first microloan organizations in the nation and a U.S. Small Business Administration funded Women's Business Center since 1995.

The Women's Business Center (WBC) is hosted by Great Lakes Women's Business Council in Livonia, Michigan. We built a reputation as experts in the community on business growth and sustainability programming for women. The WBC offers a strategic set of programs for women, assisting them in growing their businesses to the next level and offering programs under the categories of financing, business development, management, strategy, leadership, networking, and market opportunities. Women's Business Center's core services include counseling (individual and group), group mentoring and training (live and web-based) through customized workshops, the execWE<sup>®</sup> event, and the Michigan Women's Marketplace (online portal of the Women's Business Center).

We are seeking service providers who can provide educational workshops that will lend to the professional development and growth of women business owners by addressing the following areas:

- Business Strategies and Practices
- Managing a Business
- Financing—Conventional, Alternative and Federal Resources
- Contracting
- Accounting
- Procurement

Our goal is to provide power-packed webinars with relevant information bound to inspire any business owner. We invite you to submit your proposal and join us in the support of our women business community.

***NOTE—to be considered as a potential workshop presenter for the Great Lakes Women's Business Council, potential presenters must fulfill the business development needs of our women business owners. The content of your materials may not be self-promoting.***

### **Presenter Goals** (must align with the following):

- Support a professional and high caliber workshop format
- Maximize added value for Women's Business Center program participants
- Provide focused and cutting-edge information
- Provide quality materials
- Promote creative professional development opportunities
- Increase webinar attendance and participation

## Target Audience

Although the Women's Business Center supports women at any stage in business development, the webinars are geared toward existing women business owners.

## Specific Criteria

- An appealing and relevant workshop title, description and content that speaks to the targeted audience
- Workshop content for a 45-minute presentation, plus 15 minutes for Q&A (1:00 hour total).
- Practical and innovative information
- Evidence of knowledge and skill in the subject area
- If having a panel presentation—maximum of three panelists
- Full workshop description and content included in RFP
- Photo and Biography of presenter(s)
- If chosen, a video or YouTube presentation for review

## Required Documents

- **Photo/Headshot** (high resolution, 300 dpi minimum)
- **Biography of Presenter(s)** (125 words or less)
- **Full Workshop Description & Content** (description should be 50 words or less)
- Please provide a link—a video or YouTube of you presenting, including any additional website information
- If selected—sample of any handouts (maximum 5 pages)
- If selected—sample of PowerPoint presentation

Please submit materials **via email only to [sdixon@greatlakeswbc.org](mailto:sdixon@greatlakeswbc.org)**. Proposals that do not include all required documents will not be considered.

## Timeline

We have a rolling acceptance of presenters to meet the ongoing business development needs of our women business owners. *\*Only selected presenters will receive notification.*

## Payment

Core educational webinars are provided on a voluntary basis. While there is no monetary compensation, our webinar providers enjoy many benefits.

- **Visibility** for the event through our marketing channels including eblast, newsletters, and social media. Your WBC presentation will also be listed on Events calendars on our websites.
- **Introduction** to MWM attendees through the presentation.
- **Shared Contact Information**—while there is a strict focus is on education and not selling, you may add an ending slide on your presentation that includes your company logo, contact information, website address and list of events/programs (and a discount reference if you have one for the attendees.)

## How to Submit a Proposal

Please submit proposal materials, including the *Workshop Information & Session Requirements* form, via email to:

**Shawntay Dixon, Women's Business Center Program Manager**  
Great Lakes Women's Business Council  
[sdixon@greatlakeswbc.org](mailto:sdixon@greatlakeswbc.org)

## Questions?

If you have any questions or need additional information, contact either:

**Shawntay Dixon, Women's Business Center Program Manager**  
Great Lakes Women's Business Council  
P: 734-838-3860  
[sdixon@greatlakeswbc.org](mailto:sdixon@greatlakeswbc.org)

*or*

**Sherry Cummins, Michigan Women's Marketplace & WBE Services Coordinator**  
Great Lakes Women's Business Council  
P: 734-838-3859  
[scummins@greatlakeswbc.org](mailto:scummins@greatlakeswbc.org)

## Presenter Application

### MWM Core Education Webinars

*(Form may be copied if submitting more than one workshop session. Each workshop needs a separate form.)*

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Organization Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone#: \_\_\_\_\_ Email: \_\_\_\_\_

Workshop Title:

Target Audience:

Panel: Yes  
No

Additional Speaker Names:  
*(Include bios and head shots for all speakers.)*

Workshop Description (50 words or less). Include additional sheet if needed:

Handouts: