



Thank you for your interest in presenting at the 2012 Massachusetts Conference for Women on December 6th in Boston!

We receive hundreds of inquiries from potential speakers every year. In order for the conference team to fairly evaluate all proposals, please ensure you use the guidelines outlined on the next page to create your proposal. **Proposals will be accepted until June 1, 2012 but we encourage you to submit your proposal as early as possible as the development process starts in February.**

An email confirmation will be sent to you to confirm that your proposal was received. The Conference Program Director will be in touch if there is interest to further explore your proposal and participation as a speaker. If you are not selected as a speaker for 2012, we will email you by the end of June at the latest to inform you of our decision.

Please note the following:

- Due to the volume of proposals we receive, we kindly request that you do NOT reach out to us after you submit your proposal and receive the initial confirmation email.
- We do not accept proposals for keynote sessions.
- We are a non-profit with limited financial resources and therefore we are unable to provide honorariums. Travel may be covered based on the capacity of your speaking involvement.

The Conference is a one-day, non-profit, non-partisan event geared towards professional women from across the state. Your proposed session should be appropriate for a diverse group of attendees from all industries, sectors and job functions. Sessions will be approximately one hour in length and attendance can range from a 200 to 1,000+ participants. We are always looking for fresh, innovative twists on 'evergreen' topics such as mentoring, career management, communication skills, work-life balance, leadership skills, networking, entrepreneurship, etc. This year, we are seeking sessions for the following tracks:

- Career Advancement 201 (focused for the seasoned professional with 15-30+ years of experience)
- Career Development 101 (focused for the newer professional embarking on their career path)
- Personal Development (i.e. life balance, money management, health/wellness)
- Reinvention (focused on career and life transitions)
- Small Business/Entrepreneurship
- Social Media
- Young Women's Program (for high school junior and senior girls)

Proposals can be sent to Danielle Leshinski, Program Coordinator, at:
dleshinski@conferenceforwomen.org



Speaker Submission Guidelines:

Please ensure your proposal includes the following information so that we can fairly review all proposals. If you have questions about the guidelines, please contact Danielle Leshinski at dleshinski@conferenceforwomen.org.

1. Contact Information (*including office phone number, cell phone number and email address*).

2. Biography

3. Business Website and Links to Blogs, etc.

4. Session Proposal (*please ensure you include details for all bullets listed below*)

- **Session Format** (the Conference offers workshops and panel discussions; please specify which format you are proposing for your session; if you are proposing a panel discussion, please be sure that your biographical information clearly indicates how you are a subject matter expert for this topic; You are not required to recommend other panel participants but welcome input if you have ideas).
- **Session Title** (the title is a marketing tool to drive interest in attendance for your session; please make it succinct, relevant and exciting)
- **Session Description** (this should be a brief and informative description; please be sure to list specific skills or knowledge gained by attending – please refer to sample session description below)
- **Session Takeaways** (provide 3-5 bullet points that the audience can take away from the session)

SAMPLE SESSION

Enhancing Executive Presence

Style gurus would have you believe that “executive presence” is all about the sizzle –your appearance - but a study of women who have made it to the top shows that while their “sizzle” differs, there are elements of substance that are keys to success. In this workshop, you will:

- *Identify 3 keys to executive presence.*
- *Learn why it’s necessary to speak the language of business...and how to do it.*
- *Learn what preparatory language is, why it’s important and when to use it.*

5. Prior Speaking Engagements (*please list any speaking engagements you have participated in over the last 18 months*)

6. Links to videos from your presentations or speaking if available

7. References and Testimonials (from past speaking engagements)