

Focus on Entrepreneurs Conference 2017 - Call for Presenters

We are excited to extend this invitation for you to apply to be a presenter at the **Focus On Entrepreneurs Conference 2017** to be held at the Wyndham Grand Clearwater Beach Resort on April 27th and 28th. This year's conference headliner is **Michael Gerber**, author of "*The E-Myth Revisited*" and other E-Myth books concerning small business and entrepreneurship.

The Focus on Entrepreneurs Conference will help small to mid-sized business owners, entrepreneurs, and solopreneurs hone their CEO mindset by focusing on how to **Automate, Delegate, and Eliminate**. The conference will attract over 500 regional area business leaders from a variety of industries looking to expand their enterprises, develop key relationships, discuss their main challenges, and to come together to network and produce strategies for finding solutions to their problems.

At Focus On YOU Strategy, the common thread nearly all of our clients need assistance with is how they can automate processes, delegate, and eliminate waste of both time and resources in the course of doing business. That's why the conference will focus on these three aspects of business management through presentations by industry leaders from a wide variety of fields including: marketing, legal, technology, finance, and customer relations to name but a few. It is a results-driven forum designed to leave attendees with new ideas, tools, and connections they can act on immediately.

Throughout the conference we will be "practicing what we preach", including use of a mobile app for conference schedules, breakout session alerts, speaker and presenter bios, and other important information. We will have an Expo Hall with vendors on hand who can guide attendees in products, services and subscriptions to help them automate their business, as well as those who can recycle old IT equipment, shred documents, and eliminate so much more. There will be four keynote/mainstage speakers and up to 24 breakout presenters.

Presenter Benefits

At the **Focus On Entrepreneurs Conference 2017**, your expertise and knowledge can be showcased to key players, providing a unique platform to increase your reputation. As a breakout session presenter, you will:

- Gain exposure and access to this highly targeted audience while positioning yourself as an expert and a potential resource.
- You will be included in all pre and post event publicity, social media, and marketing efforts in recognition of your time.
- Business Card listing in Entrepreneurs Conference Resource Guide
- Receive a 20% discount on our Exhibitor Packages, if desired/available. Note: Exhibitor space is limited and assigned on a first-come basis.

Finally, as a *complimentary* attendee of the two-day conference, you will have ample time to network and make high-level connections with other, like-minded business leaders in our community. Be it forging partnerships, finding customers, or building collaborations, our conference will be a one-stop-shop for knowledge sharing and creating business development opportunities.

Our vision for this program

At Focus On Entrepreneurs, we want to work with subject matter specialists to guarantee the most relevant topics are covered, presented by experts and authorities from around the region, and to ensure our conference agenda is topical and covers key issues faced by entrepreneurs.

1. Programs should be innovative and memorable; not sales pitches or product demonstrations. That means we are looking to find the most engaging presenters to bring value to our attendees. We want programs not just outside of the box, but that completely burn the box down. Think TED!
2. We want every attendee to leave the conference with tangible and practical applications that can be used to improve the future and day-to-day operations of their companies, while enhancing their personal skills as professionals.
3. These sessions can vary in format from a case-study-led debate, an interactive Q&A break-out session on a focused topic, or a presentation followed by a group discussion on a specific point that may need a particular in-depth focus.

Presentation Format

Possible presentation formats include: Panel Discussion, Keynote, Workshop, or Best Practices. Please indicate on the application which method you will be utilizing and why it is appropriate for your presentation. Programs should be approximately 75 minutes in length, including Q&A time. Alternatively, 20, 30, and 60 minute sessions will be considered, if they can be combined with another presentation to fill the complete 75 minute time block per breakout session. Presenters requiring audio/visual and any other support will need to indicate such on the Presenter Application Form.

Expectations of Presenters/Programs

We are seeking presenters who possess the following qualities:

- Command of Subject Matter: Based on his or her expertise in a specific content area.
- Interaction: Expectation is that presentation will be interactive, effective, and engaging for the audience.
- Willingness to Teach: Presenter should enjoy teaching and be willing to put forth effort to create a memorable learning experience for the participants.
- Effective Interpersonal Skills: The ability to read and react to audiences is a prerequisite for a good communicator. Effective presenters and moderators are able to adapt to audience reaction, questions, interests, etc.
- Effective Listening Skills: Good listeners use reflective listening techniques before responding to a question from the audience. This ensures that the presenter or moderator understands what is being asked and is validating to the learners that they are being heard.

Presenters will be asked to participate in the promotion and marketing efforts for the conference and will be provided a special discount code for their clients' registration.

Submissions will be evaluated as they are received. It is possible all presentation slots may be filled prior to the February 3, 2017 deadline, so be sure to get your application in as soon as possible.



ON ENTREPRENEURS

CONFERENCE 2017

Automate. Delegate. Eliminate.

A conference for Entrepreneurs by Entrepreneurs

Focus On Entrepreneurs Conference 2017 Presenter Application Form

All information provided below will be confirmed prior to publication of materials. Please complete and return this application together with the following:

1. Professional head shot, preferably a close-up image, in high resolution .jpg (minimum 300 dpi)
2. Attach your full length bio; and
3. Your company or personal logo - in both .jpg (digital) and .eps (print) format.

All submissions will be reviewed by the Program Committee as they are submitted. Successful applicants will be notified as applications are evaluated; by no later than February 15, 2017 for all applicants. Final conference presentations will be due by April 7, 2017.

Sponsorships and Exhibitor spaces are also available. **Would your company be interested in receiving more information on our Sponsorship and Exhibitor Guide s?** Yes Not at this time

Full Name: _____

Title/Position: _____

Organization: _____

Phone: _____

Email: _____

Website/Social Media Links _____

Topic(s): _____

Session Title: _____

Session Summary

Please provide a maximum 150 summary/abstract describing your session, focusing on what attendees will come away with (either in knowledge or any physical assets) and how it ties into our Automate, Delegate, or Eliminate processes theme. Provide the % of presentation that will focus on one or more of these below.

Theme % Automate Delegate Eliminate Strategy

Format: _____ Max number of participants (if any) _____

Program Length 75 minutes 60 minutes 30 minutes 20 minutes

Audio/Visual: _____

Blog post: Will you provide a short blog post (no more than 300 words) on your presentation to post on the conference site? Yes Pass

Thank you for your submission to the Focus on Entrepreneurs Conference 2017. Please submit your application and all required attachments by February 3, 2017 to: