



**REQUEST FOR PROPOSAL (RFP)
For
WORKSHOP INSTRUCTOR OPPORTUNITIES IN 2010**

- Are you considered an expert in your field?
- Can your expertise benefit Chamber members?
- Do you engage your audience?
- Are you a member of the Charlottesville Regional Chamber of Commerce?

If you answered yes to these questions, please consider being part of the *Chamber Business Academy* in 2010! We are looking for high quality programming to serve our member business community and beyond.

RFP Overview:

The RFP process serves to identify topic facilitators and instructors for the *Chamber Business Academy*. The *Chamber Business Academy* (CBA) was established by the Charlottesville Regional Chamber of Commerce as a leading member service for Chamber member enterprises – businesses, non-profit organizations and institutions – providing business technical assistance, professional and personal development. CBA is a workforce development tool, offering programs in an array of areas including, sales, marketing, customer service, management skills, financial management, human resources relations, communications, computer skills and others.

Applicants may submit proposals for multiple topics or programs.

The goals of Chamber Business Academy workshops are:

- Provide high quality, knowledgeable speakers to Chamber members
- Provide members who have subject matter expertise the opportunity to increase their exposure in the community and interact with other members
- Provide Chamber members with opportunities for practical and up-to-date information and training on topics of interest to Chamber members and area citizens
- Facilitate the professional and personal development and growth of our member enterprises and their employees.

Instructor Responsibilities:

- Provide High quality educational presentations
- Engage attendees through audience participation and discussion
- Provide practical information that attendees can immediately employ in their business
- Will not promote speaker's products/services to attendees before or during the workshop
- Pledge that the workshop is not an "infomercial"
- Coordinate with Chamber staff regarding any equipment needs
- Provide a topic summary and biography for marketing purposes

Chamber Responsibilities:

- Aggressively promote the workshop through a variety of Chamber communication vehicles
- Promote the instructor's name and subject matter through a variety of Chamber communication pieces
- Register participants
- Coordinate with instructor regarding special equipment and material needs
- Provide copies of materials for workshop participants

Chamber Communication Vehicles:

- Chamber website: www.cvillechamber.com
- *ChamberBits* e-Newsletter
- "FastBlast" email announcements
- Broadcast fax

Selection Criteria:

- Instructors must have the expertise in the topics being presented
- Instructor qualification will include competencies in presentation and workshop facilitation
- All instructors must be members of the Charlottesville Regional Chamber of Commerce. Non-members interested in serving as an instructor can join the Chamber during the RFP period. Out-of-town/nonmember instructors require special approval from Chamber staff.
- Workshop design and materials will be evaluated for clarity, quality and learning design
- Speakers are willing to volunteer their time and resources to design and deliver the workshop

Instructors and topics will be selected with consideration of previous workshops to limit duplication.

Program Topics:

The Chamber selects topics based on program goals, anticipated audience, member surveys, the success of past workshops, timeliness of topics, etc. Popular topics often include the following areas. Please feel free to propose additional topics that you believe would be beneficial to Chamber members.

| | | |
|--------------------------|----------------------------|-------------------------|
| <i>Business Basics</i> | <i>Human Resources</i> | <i>Customer Service</i> |
| <i>Leadership</i> | <i>Sales</i> | <i>Management</i> |
| <i>Marketing</i> | <i>Strategic Planning</i> | <i>Time Management</i> |
| <i>Finance</i> | <i>Internet Marketing</i> | <i>Technology</i> |
| <i>Social Networking</i> | <i>Succession Planning</i> | <i>Finance</i> |

Questions? Please contact Jann Ross, Director of Member Education Services at 434-295-3141 or Jann@cvillechamber.com

Proposal Submission:

Mail or e-mail this proposal to:

Charlottesville Regional Chamber of Commerce
Attn: Jann Ross
2010 RFP
P.O. Box 1564
Charlottesville, VA 22902

Phone: 434-295-3078
Email: Jann@cvillechamber.com

In addition to your written proposal, please include the following attachments:

- Resume of all potential presenters
- Information about past presentation or instructor experience
- Samples of any workshop handouts if you have taught this workshop before.

Request for Proposal Outline

A. General Background Information

Speaker Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Are you a Chamber of Commerce member? _____

Describe your Business:

What makes you an expert in your field?

What relevant experience do you have in leading business workshops?

How do you believe that your presentation would benefit Chamber members?

Are you willing to present as an unpaid volunteer? _____

If not, please specify desired compensation _____

Please include a brief bio in this section that can be used in the review process.

B. Proposal

Workshop Title: _____

Target Audience: _____

Length of Workshop (in hours): _____

Overview of the Workshop:

List 4-5 bullet points that identify what attendees will learn and how they will benefit:

Please include 3-5 bullet points for your presentation that can be used for promotional purposes:

List any audio-visual requirements and resources needed for your presentation:

Describe any follow-up opportunities for attendees who want more information for that topic: