



## **SPEAKER APPLICATION ONE WOMAN™ CONFERENCE**

**August 6-8, 2009 • Omni Houston Hotel, Four Riverway, 77056**

### Description

The One Woman™ two-day national business conference is a signature business development program of the Texas Business Alliance. One Woman is one of the TBA Women in Business Development programs that empower, educate and inspire continued growth among the fastest-growing segment of small business – women business enterprises.

One Woman is positioned to be a must-attend annual conference, with a model that will ultimately be executed in major markets nationwide. TBA has formed a partnership with *Womentality Magazine* (The name *Womentality* is the marriage of the words "women" and "mentality"). *Womentality Magazine* brings to TBA a wealth of curriculum development and conference experience, specifically designed to facilitate the needs and interest of the more progressive and sophisticated urban woman business owner, executive and entrepreneur.

### **What is One Woman?**

The One Woman business conference, in its inaugural year, will attract more than 700 entrepreneurs and corporate executives nationwide. Pioneering a novel learning environment, TBA will gather many of the most intriguing corporate and entrepreneurial women (and men) in business to share core business practices, create the best of enrichment and informational workshops and forums, and incorporate multicultural awareness seminars. Anchoring the conference is a large tradeshow where exhibitors come to sell, demonstrate and share their products, services or business opportunities to women.

### **Why will women attend the One Woman Conference?**

Women appreciate a well-executed, first-class, informative forum where practical business principles are presented in an inspiring style. One Woman will become one of the nation's most eagerly anticipated programs due to its rich content, environment and the new relationships established.

### **Why become a part of the One Woman Experience?**

Our event capitalizes on Houston's innate ability to attract women entrepreneurs whose economic impact represents billions of local dollars annually. The perfect partnership and marketing opportunity is presented to meet "face to face" with that supplier, consumer or loyal customer of the future.

### **Who's appearing at One Woman?**

We will have an impressive roster of keynote speakers, panelists, moderators and performing artists. This information will not be released until all participating parties are confirmed.

### **What are the benefits of One Woman?**

TBA, through its programs and promotional infrastructure, reinvests in our local economy by supporting small businesses primarily in the following industries: construction, energy, manufacturing/wholesale/distribution, transportation, technology, engineering, medical, professional services and food service.

### **How will One Woman be marketed?**

One Woman will be marketed nationally via its TV, radio, print, billboard and Internet media partners, and via a media relations campaign.



## Share at One Woman

The One Woman Conference Program Committee is seeking presenters with excellent and proven speaking skills and solid, meaningful content.

If you are interested in presenting a keynote address (20 min.), workshop (1 hour) or serving on a panel (1 hour), we invite you to submit presentation ideas that you believe would be of interest to our conferees.

We will offer three general session keynote addresses and eight workshops, several of which are panel discussions.

The One Woman presenter has an expertise specifically in one of the following Texas Business Alliance designated topics:

- Infrastructure management
- Financial management
- Marketing, advertising, social networks, PR
- Information technology
- Legal solutions
- Insurance/bonding
- Joint venture partnerships
- Managing fear and change during challenging economic times
- Work family balance
- New ideas/timely topics specifically related to women in business

Our desire is to present a unique, inspiring and cutting edge conference, while at the same time providing information for new and veteran women in business and corporate executives.

**As a 2009 One Woman presenter, you have the opportunity to:**

- Be promoted in pre-conference and onsite conference promotions
- Select presenters to be included in One Woman advertising (TV, radio, print and billboard)
- All presenters to be included in press materials
- Promote your session on the Texas Business Alliance and One Woman Web sites
- Gain pre-conference and post-conference visibility in the TBA newsletter
- Network with attendees and sponsors representing the public and private sectors and small businesses
- Bolster your speaking reputation by adding the session to your list of presentations

## Speaker Sponsorships

TBA is always looking to bring the best possible speakers to One Woman and, at the same time, stay within our budget limitations. Therefore, the One Woman Program Committee is happy to consider sponsorships proposed by either companies or speakers themselves. TBA is flexible when considering sponsorships, as some companies prefer to sponsor a specific category for a set dollar amount, while others wish to sponsor a particular speaker's expenses. Please contact Texas Business Alliance if you know of a company that is interested in sponsoring your presentation.

## Selection Criteria

Applications are reviewed and selections made by the One Woman Conference Program Committee. **Completed applications must be received by close of business on Wednesday, April 15, 2009.** The Committee will make selections on or before Monday, May 4, 2009. Applications will be notified via email and/or by phone as to the decision of the Committee.

### Applications will be evaluated according to the following criteria:

- Relevance to women in business or corporate executives
- New ideas and topics
- Well-defined topic focus
- Practical application of material
- Timeliness of topic

### Texas Business Alliance policies regarding One Woman presenters

1. Presenters agree to provide educational information only and agree to promote or sell any products/services only as a registered exhibitor and/or in written materials. Speakers who violate this policy will not be invited to speak at One Woman or future Texas Business Alliance programs or conferences.
2. If you are a presenter who is employed by a sponsor company, please remember that your presentation is NOT about your sponsor company or organization, specifically. Your presentation should not be a "commerical." Rather, your presentation must focus on material that is relevant to women in business.
3. Since One Woman workshops are presented simultaneously, most workshops will be videotaped. Participation as a presenter constitutes permission by the speaker for TBA's contracted recording company to record the presentation. Workshop recordings will be duplicated and available for sale and also may be posted on the TBA or One Woman Web sites.

## Proof of Performance

One Woman presenters have a proving speaking ability. Those with a track record of speaking and performing well will be given preference. TBA requires proof of performance in order to present at One Woman. Video recordings, audio recordings or previous evaluation summaries are the preferred forms of evidence of proof of performance. TBA will not return any submission materials.

## Submissions

Items to include with speaker submissions

- ✓ Speaker Application
- ✓ Proof of Performance
- ✓ Biographical Sketch or one-pager
- ✓ Audio Visual needs during your presentation (presenter must provide their own laptops)
- ✓ Signed and dated Agreement
- ✓ List of prior speaking engagements
- ✓ References: name, title and phone number of three individuals

**Mail Speaker Submission Packages by Wednesday, April 15, 2009 to:**

Margo Williams Handy  
MWH Public Relations  
16538 Pinon Vista Drive  
Houston, TX 77095

# ONE WOMAN™ CONFERENCE SPEAKER APPLICATION

## Contact Information

Name:

Street Address:

City, State, ZIP:

Office Telephone:

Alternative Telephone:

Email Address:

**Please list your preference order (e.g. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)**

\_\_\_\_\_ Deliver a general session keynote address

\_\_\_\_\_ Present a workshop

\_\_\_\_\_ Participate on a panel

**My topic is geared to women in business who are:**

New \_\_\_\_\_ (0-3 years) Experienced \_\_\_\_\_ (3-6 years) Advanced \_\_\_\_\_ (6+ years) All \_\_\_\_\_

**Summary of Presentation –** *Provide a summary of the content in 75 words or less. If you are selected to present, the description submitted below will be used in promotional materials. Note TBA may change and/or reduce your title/description for program clarity.*

*In two sentences provide an example of a realistic business application of your presentation (how attendees can put your information to work) and/or what the top "take-aways" will be for attendees after listening to your presentation.*

I have included the following Proof of Performance with my proposal (at least one is required):

Evaluations \_\_\_\_\_ Video DVD \_\_\_\_\_ Audio CD \_\_\_\_\_ Three References \_\_\_\_\_ Other \_\_\_\_\_

**For more information**

Margo Williams Handy, MWH Public Relations, 281.213.9554, [margo@mwhpublicrelations.com](mailto:margo@mwhpublicrelations.com)

## **AGREEMENT**

By submitting a speaker's proposal to Texas Business Alliance:

- I give TBA permission to record and/or videotape my presentation for the purpose of selling the CD or MP3 at a later time. I understand TBA owns the copyright of the recording.
- Unless delivering one of the three keynote addresses, I understand that I must register for and travel to One Woman at my own expenses.
- If selected, I agree to adhere to the deadline schedule furnished by the Committee as well as to not ask for a change in the session time assigned.
- I understand that my presentations are not a showcase for promotion of my business, practice or product and I will not sell my products or services from the One Woman speaker platform. I understand that back-of-the-room sales are NOT permissible.
- I understand that my Proof of Performance documents, video or CD will not be returned to me after the selection process concludes.
- I understand that press may be present during my presentation.
- I agree that all handout materials will be my original work or I will have the author's permission to reproduce and distribute his/her copyrighted materials as handout copies.
- I understand that as a speaker I will have the opportunity to submit a handout (up to 10 pages, single-sided) for the conference program book that can include up to one page of marketing material/product order information by the submission deadline of June 30, 2009. If I do not meet the deadline date, I agree to have the handouts available for my presentation.
- I understand that a submission of a proposal implies a commitment to make the presentation.
- I understand that I will be notified about the status of my proposal (accepted or not accepted) no later than Wednesday, April 15, 2009.

\_\_\_\_\_  
Signature (must be signed by proposed speaker)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name