Speaker Request for Proposal

RFP Overview:
The RFP process will help identify speakers, content providers and supporters for a newly developed program: the MFG Operations Conference.

Please carefully review the information below and provide your RFP by 5:00 p.m., Friday, 11/15/19 to Sarah Martin martin@mimfg.org. All RFP’s will be reviewed by a panel of staff and feedback will be sought from a small focus group of industry members. Presenters who have been selected will be notified on Monday, 11/25/19.

Ideally, each selected presenter will be providing information on 2-3 topics. Please provide separate proposals for 2-3 of the topic areas listed below.

Event Overview:
Information presented by leading MMA members and industry experts will provide insights for small to medium-sized manufacturing business owners, leaders and managers at the 2020 MFG Operations Conference! Participants will gain practical information and actionable applications to tackle current operational roadblocks and industry trends.

Target Audience: small to medium size manufacturing business owners, leaders and managers

Date: Thursday, March 12, 2020
Location: Henry Center for Executive Development, Michigan State University

Presentation Topics/Overall Tracks:
This event will draw 100-125 attendees and have approximately nine break-out sessions. Information will be relevant to small to medium-sized Michigan-based manufacturers. Presentations should be aimed toward providing practical information and actionable applications that can be shared post-event with their peers. Presentations should be focused on tackling current operational roadblocks and preparing for emerging industry trends. Presentations in the following topic areas will be considered for the event.

1. Technology
2. Human Resources
3. Talent Management
4. Safety & Regulations
5. Efficiency & Resource Management
6. Finance
7. Leadership
8. Sales, Marketing, Customer Relations
How to Submit

Please complete information below for consideration along with a 1-2-page Presentation Summary which should include:

- Presentation Title
- 100 Word Marketing Description
- Why this topic is important for Michigan manufacturers
- Which of the following break-outs this presentation relates to:
  - Technology
  - Human Resources
  - Talent Management
  - Safety & Regulations
  - Efficiency & Resource Management
  - Finance
  - Leadership
  - Sales, Marketing, Customer Relations
- Two to four learning objectives
- The specific benefits participants will take away
- Plan to engage the audience in interacting with you or one another
- What makes you the best presenter for this topic and why will Michigan manufacturers relate to you?
- Speaker biography and high-resolution headshot (.jpg file)

You may also include presentation materials, other supplemental materials or references.

Online Learning Content

Selected proposals will have the opportunity, in addition to their presentation at the event, to submit condensed, video content of their topic for the MMA Online Learning Center and post-event recap e-book. MMA strongly encourages all speakers to provide videos/webinars as this will increase your exposure after the event has concluded.

Partnering for Success

MMA does not pay speaker fees, travel or accommodations. The value of presenting at the MFG Operations Conference is to share your expertise and insight with manufacturing leaders. While we will do our best to promote you and facilitate connections, presentations may NOT be a “sales pitch” for your company or services.

One of the ways MMA builds successful professional development programs is by working with our members and developing partnerships.

Are you/ or are you willing to: (check all that apply)

1. Are you an MMA Premium Associate Membership in good standing?
2. Provide content for MMA publications, website and other distribution
3. Invest in a sponsorship for this event ranging from $500-$2,500
4. Promote this event to your clients and encourage manufacturers to attend.