



2023 BEST PRACTICES CONFERENCE September 27-29, 2023 | Jefferson Street Inn, Wausau, WI

Call for Workshop Presentations --- Proposal Guide

Founded in 1975, the Wisconsin Economic Development Association (WEDA) is a statewide trade association dedicated to growing Wisconsin's economy through effective advocacy and education. As the 'Voice of Economic Development' in Wisconsin, WEDA is committed to developing and advocating for programs and policies that help create a strong statewide business climate driving economic growth and prosperity. Visit our website: www.weda.org

About this Conference:

WEDA's annual Best Practices Conference is our educational forum that seeks to give attendees tactical/practical tools and ideas that they can take home and put into practice immediately. This conference attracts 175-200 professionals from every sector of economic development including, bankers, Chamber of Commerce staff, municipal, county and tribal officials, community planners, construction companies, consultants, engineering companies, local and regional economic development professionals, residential and commercial developers, State Agency staff, university and technical college representatives, utility company staff and workforce development professionals.

BEST PRACTICES AND TOPICS THAT WOULD BE OF INTEREST TO ATTENDEES

- Developing and running a business retention and expansion program
- Family-owned business succession planning and ESOP formation
- Community revitalization strategies and tactics
- Unconventional financial tools
- How to fill financial gaps
- Entrepreneurship programming
- Neighborhood development
- Workforce development: attraction/training/retention/upskilling
- Workforce Hero's housing
- Brownfield development-Greenfield development
- Rural challenges and solutions
- Zoning
- Overcoming objections
- Workforce transportation
- Workforce childcare
- Data-informed programming
- Community/regional asset mapping
- Broadband
- Leveraging your community's foundations

SELECTION PROCESS

Proposals are reviewed by the conference planning committee. The cost to underwrite a session is \$500. Preference in selection is given to those whose sessions have an identified sponsor to underwrite this cost. Accepted proposals will be awarded a complimentary conference registration waiver for each workshop presenter (limit of 3). Travel and lodging expenses are the speaker's responsibility. Notification of acceptance will be made by June 1, 2023.

To Submit a Proposal

1. The Presentation Proposal Cover Sheet (Pg 2) must be included with your proposal narrative.
2. E-mail proposal NO LATER than **MAY 1, 2023**, to: Mary Perry, President & CEO, mperry@weda.org
For more information, please contact: Mary Perry at mperry@weda



PRESENTATION PROPOSAL COVER SHEET

Include this cover sheet with your presentation proposal. Your proposal must be received by **MAY 1, 2023**.

Presenter Information: *(Please list additional presenters on an attached sheet – include complete contact information for each – no more than three, please. The presenter listed here will be the key contact for the group.)*

Lead Presenter: _____ I am the only workshop presenter
Title: _____ There are add'l presenters. Attach names and email addresses for each presenter.
Organization: _____
Street Address: _____
City: _____ State: _____ ZIP: _____
Daytime Phone: _____ E-MAIL: _____

Session Length: This presentation can be offered in one, 45-minute session.
 This presentation can be offered as a mini-session – 30-40 min.
 I/we would be willing to repeat this session, if requested.
 Other: _____

Preferred Presentation Date: Thursday, Sept. 28, 2023 Friday, Sept. 29, 2023 No Preference

SESSION TITLE: *Your title should be short and concise and provide a clear description of what your session will cover.*

SESSION DESCRIPTION: *Include a concise session description (limit 100 words) that can be used in conference marketing materials.*

LEARNING OBJECTIVES: *What will attendees learn by participating in this session?*

SPEAKER CREDENTIALS: *For each speaker, please include contact information, current job title and any qualifying experience.*

UNDERWRITING SPONSOR: *Please indicate if there is a sponsor commitment for \$500 to cover the underwriting of this session. Provide company name, contact person, mailing address, email and phone number.*

Submit completed cover sheet and attachments by MONDAY, May 1, 2023 to:

Mary Perry, President & CEO, Wisconsin Economic Development Association
mperry@weda.org | 414.699.3917 (cell)