



BRAVA

MAGAZINE

REQUEST FOR PROPOSAL

2018 BRAVA THRIVE
EVENT SERIES SPEAKERS

THRIVE CONFERENCE
THRIVE LUNCHEONS
THRIVE CAREER WORKSHOPS

BRAVA ENTERPRISES
951 KIMBALL LANE #104
VERONA, WI 53593

MICHELLE REDDINGTON, PUBLISHER
MICHELLE@BRAVAENTERPRISES.COM
(608) 848-6707

MAY 1, 2017

SUMMARY AND BACKGROUND

BRAVA Magazine is currently soliciting proposals for our 2018 THRIVE events:

- THRIVE Conference - April 2018
- THRIVE Luncheon Series - three luncheons in 2018 | Dates TBD
- THRIVE Career Workshops - four workshops in 2018 | Dates TBD

The purpose of this Request for Proposal (RFP) is to solicit proposals from diverse speaker candidates, conduct an evaluation based on criteria listed herein, and select the candidates who best represent the mission of each event.

We invite you to peruse our events and speaker opportunities and consider which one(s) you feel most inspired to lend your expertise at. Feel free to submit your ideas for more than one event.

We ask that proposed topics have not been presented in the Madison area at any events open to the public for at least 6 to 8 months prior to the THRIVE Conference, and for one year prior to the THRIVE Luncheons and THRIVE Career Workshops.

BRAVA Magazine is owned by Nei-Turner Media Group, based in Lake Geneva. In addition to the above-mentioned events, BRAVA produces the Madison Women's Expo and Madison Kids Expo. Our mission is to encourage, inspire and empower women to thrive in their lives through the content of our magazine and events.

PROPOSAL GUIDELINES

Speaker proposals will be accepted until 5 p.m., June 16th, 2017. Please submit to Michelle Reddington at michelle@bravaenterprises.com.

Proposal to include:

- Event(s) you are interested in and best-suited for speaking at (and if proposing the Thrive Conference, please include the category).
- Proposed topic(s) and summary of topic.
- Typical speaker fee. (Note: we have an extremely limited budget for speaker fees, so please also note if you are willing to waive your fee for the exposure and recognition you will receive or be willing to trade a speaking fee for advertising or promotion trade out in BRAVA Magazine.)
- Please include which social media sites you are active on, how many followers you have, whether or not you have an email database and how many people you typically market to.
- Weeks you know you will be unavailable in 2018.
- If you have never spoken at a BRAVA event, please include a short bio, links to LinkedIn page, and speaking clips if available (if you have already spoken for BRAVA, these are not necessary), list of upcoming public speaking engagements where we can see you in action (if applicable), and speaking engagement references.
- Speakers are expected to enthusiastically help promote the BRAVA events they are speaking at in the months leading up to and right before the event. If you are a selected speaker we will provide you with additional instruction with your speaker contract. Please note that your ability to market yourself and drive people to your event is an important part of our speaker selection. A summary of BRAVA's expectations includes:
 - 1 Social media sharing on the platforms you are active on: for example, Facebook, Instagram, Twitter, LinkedIn.
 - 2 Additional digital promotion through your website if you have one, newsletters and direct emails to your contacts.
 - 3 Pass out "save the date" postcards at events leading up to your BRAVA speaking event.

EVENT PURPOSE AND DESCRIPTIONS



BRAVA
thrive conference

THRIVE Conference | Full-Day Event

The THRIVE Conference is a full-day event in April geared to a diverse audience of women and provides empowering and engaging personal enrichment and professional development topics that inspire women to thrive in their personal lives and careers. The conference also gives attendees the opportunity to network with other like-minded women and vendors.

Target attendance: 250-300 women

Target audience: Professional women aged 25-55

KEYNOTE SPEAKER: Opportunity to kick off the conference with a 45-50 minute inspirational and empowering keynote speech. Suggest your topic!

BREAKOUT SESSIONS. We offer 3 breakout sessions, each 1 hour in length, with 4 categories for attendees to choose from at each breakout. We are seeking speakers for breakout workshops that will fall under the following categories, with the following ideas for topics:

EMPOWER

Building Assertiveness
Emotional Intelligence
Discover Your Purpose?
Confidence

Women Empowering Women
Negotiation Skills
Your Unique Idea?

ENRICH

Exercise Your Inner Creativity
Workplace Culture
Career Transitioning

Healthy Mindset / Stress Management
Personality Profile Assessments
Your Unique Idea?

EDUCATE

Effective Time Management
HR: Hiring, Firing, Reviews - Getting It Right
How to Find and Effectively Use a
Mentor or Coach
Conflict Resolution

Diversity and Inclusion
Management Skills
How to Avoid Burnout
Your Unique Idea?

ENTREPRENEUR

Business Planning and Funding for
New Business/Expansion
Developing and Implementing Mission,
Vision, Values
Tips for Ensuring Business Success

Marketing Strategies and Plans
Your Unique Idea?

In addition to the breakout workshops, we are also seeking facilitators for the following:

MORNING MEDITATION: Optional 30-minute lean to meditate workshop.

NETWORKING EVENT: Half-hour optional workshop to encourage networking in the morning and over the lunch break.

LASER COACHING SESSIONS: Looking for life and business coaches for 15-minute mini-sessions that women can register for throughout the day.

WOMEN TO WATCH POWER HOUR: Seeking 4 of BRAVA's Women to Watch for this power happy hour to give up to a 10-minute talk on a topic such as: how being a W2W has impacted your life, what being a W2W meant to you, how you got to be a W2W—or suggest a topic relevant to your personal experience.



THRIVE Career Workshops | 4 Half-Day Workshops

BRAVA's Thrive Career Workshops are morning sessions from 8:45-11:45 a.m. at MMoCA with a 20-minute break. The workshops have a broad topic appeal that is non-industry specific with the goal of a more in-depth opportunity to learn about a topic and gain tools for immediate impact in women's work life.

Target attendance: 230
Target audience: Professional women aged 25-55

TOPIC IDEAS

Emotional Intelligence
Managing Expectations
Effective Conflict Management
Building Assertiveness/ Negotiating Skills
Servant Leadership
Managing Diversity and Inclusion
Mindfulness in the Workplace
Your Unique Idea?



THRIVE Luncheons | 3 Luncheons

BRAVA's Thrive luncheons are designed to give all women, regardless of career or stage of life, the opportunity to learn, connect and grow with other like-minded women without having to belong to an organization. The 45-minute keynote speaker delivers a topic that is focused on personal enrichment/wellbeing.

Target attendance: 150-250 women
Target audience: Women of any age who are seeking to live a fulfilling life

TOPIC IDEAS

Building Your Personal Brand
Power of Intention
Know Your Value
Power of Gratitude
Stop Ruminating
Choose Happy
Your Unique Idea?

PROPOSAL EVALUATION CRITERIA

BRAVA Magazine will evaluate all proposals based on the following criteria:

- Unique and timely topic ideas with actionable take-aways
- Speaker experience
- Diversity of speakers in ethnicity, age and backgrounds
- Ability for speakers to market to their networks
- References

Thank you so much for your interest in helping BRAVA fulfill its mission of inspiring and empowering Madison-area women to THRIVE in their lives! We look forward to hearing from you. Please feel free to call Michelle Reddington with any further questions: (608) 848-6707.

Warmly,
The BRAVA Gals