



Arizona ALFA "The Voice of Assisted Living"
2345 E. Thomas Rd., Suite 290
Phoenix, AZ 85016
O: 602/322-0100
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Request for Proposal to Speak

Speaking and Topic Facilitator Opportunities

- ✓ Are you considered an expert in your field?
- ✓ Can your expertise benefit the assisted living industry?
- ✓ Do you enjoy public speaking?
- ✓ Are you looking to expand your reach?

If you answered yes to these questions, consider being a part of Arizona ALFA's Educational Events!

We are looking for high quality presentations to serve the senior housing industry in the state of Arizona. Arizona ALFA's educational events feature Education, Networking, and Recognition of this vital part of our association.

Proposal to Speak Overview:

The RFP process serves to identify speakers and topic facilitators for Arizona ALFA educational trainings and annual conferences. As speaking opportunities emerge, Arizona ALFA will utilize the RFP's to schedule presenters. Arizona ALFA prefers to utilize members as speakers, however non-member speakers are accepted. Applicants can submit proposals for multiple topics. Arizona ALFA's policy is not to financially reimburse speakers. Arizona ALFA cannot pay honorarium, travel expenses, or other costs associated with your presentation. Presenters benefit from exposure through conference print materials, e-newsletters, and website posted information, and if applicable, book signings and participation in the conference trade show.

Each educational event has different goals, objectives and audiences. Arizona ALFA along with the association's Educational Events Committee will decide the best fit for the speakers and presentation topics.

Arizona ALFA's educational events are driven by goals to:

- Deliver to assisted living providers and Industry Partners the opportunities for practical and up-to-date information and training on topics of importance to the industry.
- Provide focused networking opportunities.
- Provide Arizona ALFA members who have subject matter expertise and services with the opportunity to increase their exposure and to interact with other professionals.
- Provide high quality, knowledgeable speakers with information relative to the industry.
- Facilitate the professional and personal development and growth of our provider members and Industry Partner members.
- Educate the senior housing industry on topics of interest that are current with the focus and drive of today's providers.

Speaker Responsibilities:

- Provide high quality educational presentations.
- Engage attendees through audience participation and discussion.
- Provide a picture, topic summary and biography for marketing purposes.
- Not to solicit speaker's products/services to attendees before or during the session (*vendor tables are available at a cost. Book signings are allowed at the discretion of the association*).
- Ensure the session is not perceived as an "infomercial".
- Provide attendees with written materials related to the session (i.e. power point hand-out). Association will notify each speaker as to the number of estimated attendees.

Association Responsibilities:

- Aggressively promote the event through a variety of association communications.
- Promote speaker's name and subject matter through a variety of association communications.
- Register participants and provide speaker with attendee list for post-event follow-up.
- Coordinate with speaker regarding special equipment and material needs for the session.
- Provide speaker with attendant(s) to assist in distributing speaker provided materials relevant to the session.

Arizona ALFA Communications

- www.arizonaalfa.blogspot.com
- www.azalfa.org
- Event announcements, committee meetings, special events, etc.
- Print Newsletter
- Weekly E-News

Please include the following attachments:

- Resume or Bio
- Information about past facilitation experience.
- Samples of any session handouts that you intend to use.
- Arizona ALFA Proposal Outline
- Arizona ALFA Speaker Requirements Form.

Mail or Email to:

Arizona ALFA
2345 E. Thomas Rd., Suite 290
Phoenix, AZ 85016
Office: 602/322-0100
Fax: 602/322-0118
Email: ckeenan@azalfa.org

Arizona ALFA Request for Proposal Outline

General Background Information

Speaker Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Years in Business: _____

Describe Your Business:

What makes you an expert in your field?

What is your experience in leading educational seminars and workshops?

How would your presentation benefit senior housing professionals?

Proposed Program Title: _____

Learning Objectives: _____

Length of Program: _____

Description of Program for promotional purposes (include 3-5 bullet points):

Arizona ALFA Speaker Requirements Form

Conference/Educational Event Name: _____

Speaker Name (Print): _____

Audio Visual Requirement

I require the following audio visual equipment:

- Speaker supplies own laptop and jump drive)*
- Lavalier Microphone *(Available at annual conferences only)*
- Head Table with microphone *(For co-presenter sessions)*
- Flip Chart

Requests must be received NO LATER THAN 3 weeks prior to the educational event.

General and break-out sessions will be set-up classroom style, with podium and microphone. Stand-alone trainings will be set-up based on available seating at training site. You must provide your own laptop unless otherwise specified. It is suggested that you bring a back-up of your presentation on jump drive.

** Please send an electronic copy of your PowerPoint presentation to Arizona ALFA*

Press Requirement

We often have press attend our conferences. Select one of the choices below and sign on the line.

- I invite the press to attend my session. _____
- I do not wish to have press attend my session. _____

Additional Requests or Special Considerations?
