

MBE

Lexington Bluegrass Area Minority Business Expo

2018 CALL FOR PRESENTATIONS IS NOW OPEN!

Submission Deadline: April 2, 2018

Notification Emails: April 20, 2018

Conference: August 3, 2018

Location: Lexington Convention Center

What began as a dream of a few has turned into a mission of love as the Lexington Bluegrass Minority Business Expo (MBE) has taken wings and grown into one of the premier business conferences in Kentucky. The Lexington Bluegrass MBE is celebrating 16 years!

Information about the Expo has also gone high tech with online registration introduced in 2013 and email campaigns pushed out to nearly 5,000 people each month. The conference also features on site, real time, electronic evaluations done through New Age Communications; a minority owned business.

The Lexington Bluegrass MBE has exposed young people to businesses at an early age through paid and unpaid internships. One of the proudest moments for the Expo committee was the introduction of sessions for young people, the next generation of entrepreneurs.

Our goal is clear – to serve the learner by ensuring sessions are high-value learning experiences. Audience members have high expectations for session content and delivery. The following information and resources will help you meet – and exceed – those expectations.

SPEAKER BENEFITS

Participating in Lexington Bluegrass MBE as a speaker allows you to:

- Enhance the knowledge and skills of your industry peers
- Gain professional and personal recognition as a subject matter expert
- Enhance the name recognition of your company in the state's #1 conference and exposition
- Receive a complimentary pass to the full Lexington Bluegrass MBE (No payment will be paid to any presenter)

POLICIES

Various policies maintain the integrity and educational value of this program. Three are found below. Please review all conference policies prior to submitting your proposal.

- Limit of three proposal submissions per individual or company
- Maximum of two selections per individual or company
- Content must be commercial-free and vendor-neutral



SUBMISSIONS

The program is multi-disciplinary; therefore, high quality proposals are invited that fall into one of the suggested topics:

- Successful Social Media & Email Marketing
- Business Plan Bootcamp: Back to the Drawing Board
- Funding Opportunities
- Cyber Security
- Workforce Development
- Ways to Diversify Your Business
- Growing My Business
- Future Trends and Forecast for Business
- Topics for Youth interested in Entrepreneurship – High School and College Ages

Submission Categories Include

- Workshops: 60-minute session interactive session with participants (Nine Available)
- Panel: 60-minute panel with no more than four panelists discussing and answering questions on a common topic, with perhaps short 5–7 minute briefs by each panelist, depending on number of panelists.
- Note: On average there are 20–30 participants that attend the workshops.

Lexington Bluegrass MBE encourages presenters of all backgrounds to apply and to be sensitive to matters of diversity and disability in their submissions and presentations. Lexington Bluegrass MBE does not discriminate in accepting proposals with respect to race, culture, gender, age, sexual orientation or various forms of disability.

Please email all questions to Darlene Barber, Darlene.Barber@ky.gov or Yvette Smith, Yvette.Smith@ky.gov.



PRESENTATION SUBMISSION

All information submitted online at LexingtonMBE.com or typed on this form. Submit your name as you wish to see it published. Please include any professional designation after your last name.

Note: All submissions should be emailed to LexingtonMBE@gmail.com.

Name _____

Job Title _____

Company _____

Address _____

City, State, Zip _____

Phone Number _____

Fax Number _____

E-mail Address (Required) _____

Will you have a co-presenter? Yes No

If yes, please duplicate this form for your co-presenter and attach the completed form with your own submission.

Title of Session _____

Summary of Session

In 75 words or less, provide a summary of the content. If you are selected to present, the description submitted below will be used in promotional brochures and on the conference website.

Note: We may change and/or reduce your title/description for program clarity.

Provide a one-sentence primary learning objective of your presentation. Please do not give bullet points, multiple objectives joined by semi-colons, or several sentences. *Here is an example: This session will help you prepare for changes in the workplace by examining and discussing emerging issues in the workplace and their effect on the bottom line.*