

2020 WISCONSIN LODGING CONFERENCE & TRADE SHOW

CALL FOR SPEAKERS

NOVEMBER 9 & 10, 2020 | HYATT REGENCY GREEN BAY, WI

ABOUT

We are looking for engaging speakers with exceptional content that will lead to dynamic dialogue at the 2020 Wisconsin Lodging Conference in Green Bay. We are seeking industry professionals to contribute new ideas and solutions to issues and challenges facing Wisconsin hoteliers.

WH&LA is dedicated to advancing the advocacy and education of the Wisconsin lodging industry. The annual Wisconsin Lodging Conference and Trade Show brings 250 lodging owners, operations, and students, and 100 industry vendors together for two days of educational sessions and networking events.

EVENT INFORMATION

Speakers needed for 30, 45, 60 & 75 minute sessions.

Educational sessions will be scheduled:

- Monday, November 8 from 9 am - 5:30 pm
- Tuesday, November 9 starting at 9 am - noon

LOCATION

Hyatt Regency Green Bay
333 Main St, Green Bay, WI 54301

TOPICS

These are just a few of the topics that are of interest to our members.

Lodging Specific

- Guest experience
- Guest services
- Hotel design and renovation
- Hotel safety and security
- Online reviews
- Operational challenges

Human Resources

- Bridging the generational gap
- Corporate social responsibility
- Employee development
- Professional development
- Recruiting
- Staffing
- Work/Life Balance Sales

Sales

- Building a pipeline
- Sales best practices
- Market trends
- Negotiations
- Prospecting

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SPEAKER BENEFITS

Speaking at the Wisconsin Lodging Conference positions you as an expert and resource to the Wisconsin lodging community. By helping others become more knowledgeable and apply what they've learned, you contribute to the growth and betterment of the industry as a whole.

REVIEW CRITERIA

WH&LA Conference Planning Committee members will use these criteria as a means for evaluating proposals.

- Represents an innovative contribution to a timely and important topic of interest.
- Expertise of presenters, as demonstrated by professional bios, work in the industry, and speaking experience.
- Originality and demonstrated commitment to enhancing the values of WH&LA

DETAILS

- WH&LA Session will be scheduled Monday, November 9 and Tuesday, November 10. Please do not submit a proposal unless you will be able to be in Green Bay on either of those days.
- Sales pitches for products or services will not be evaluated. Content perceived as a commercial, which includes examples of client tools are not acceptable.
- WH&LA requests permission to share speaker image, biography, and session information in connection with the 2020 Wisconsin Lodging Conference.
- Conference education session speakers will receive a complimentary one day education registration for each day of speaking (up to 2 days).
- Travel expenses and additional fees are the responsibility of the speaker.

HONORARIUM/TRAVEL REIMBURSEMENT

WH&LA has a small budget to pay for speaker honorariums and speaker travel expenses. On occasion, speaker fees may be sponsored by a company or board director. Proposals requiring speaker honorariums and/or travel reimbursement will be reviewed based on proposal quality, session needs, and budget requirements. Speakers will be required to complete a separate speaker agreement outlining the terms of honoraria and/or travel reimbursements.

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SPEAKER PROPOSALS

Please be sure to include all items listed below when submitting your proposal to WH&LA.

1. Session Title: 20 word maximum.
2. Session Type: Workshop, panel, keynote.
3. Session outline: 200 words maximum. Please include description of content, proposed timing breakdown and interactive learning examples. Preference will be given to session formats that emphasize creativity and actionable learning principles.
4. Contact Person: Speaker or other scheduling contact.
5. Relevant Audience: Content should be target to WH&LA's organizational decision-makers which include lodging owners and operators, including management, sales, human resources, operations, and students.
6. Please list 3-4 lessons/insights the audience will take away from your presentation and be able to use in their work.
7. Speaker Details: Name, affiliation, professional title, email address, phone number, website.
8. Speaker Biography: 100 word maximum, may be used for promotional materials.
9. Examples of speaking experience: Event, session title, length, date, and audience size.
10. Pricing information (if applicable)

EVALUATION

Speaker submissions will be accepted on a rolling basis and will be evaluated based on event timelines.

SUBMISSION

Speaker proposals should be sent via email, in an easily printable and sharable format, to service@wisconsinlodging.org.

Monica Goeke - Director of Marketing, Services & Events
Wisconsin Hotel & Lodging Association
262-782-2851 ext. 12