



## ***Call for Speakers***

### **2009 Annual Conference October 22 – 24 Hyatt McCormick Place Hotel - CHICAGO**

The National CEO<sup>SM</sup> Conference will bring together approximately 1,400 young entrepreneurs, students and faculty nationwide to provide a 2 ½ day forum that will inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. Over 80 outstanding entrepreneurs and business leaders help to solidify entrepreneurship into the fabric of universities nationally by sharing their ideas and expertise with our high energy level audience of aspiring college entrepreneurs. The conference also offers students the opportunity to network with peers nationwide.

### **The Speaker Submission Call is Open**

CEO offers its speakers tremendous opportunities for exposure and recognition. Sessions will attract college students and business professionals interested in learning from your expertise and experience. Speakers who are already well established can continue to build their reputation, sharing new expertise and strengthening their already popular presentations.

Speaking slots are expected to fill in advance. Because speakers are confirmed on a continuous basis, we encourage prospective speakers to submit their proposals as soon as possible.

Given our conference scope and audience size, many individuals are seeking speaking opportunities with CEO. We are also looking to highlight our members, chapters and sponsors. Consideration will be given to individuals with a demonstrated commitment to entrepreneurship. Please be aware that all submissions will be considered carefully for inclusion in the conference program, but this does not guarantee acceptance.

### **Proposals will be considered for the following types of sessions:**

#### **Keynote Sessions**

These sessions will address the entire audience and will take place in the Ballroom.

Keynote Sessions are 1½ to 2 hours in length.

Presenters are asked to speak for **10 - 15** minutes as the session may include up to 3 presenters plus announcements, awards, and/or a meal.

Please be advised that these sessions are in high demand by speakers and only a few slots remain.

#### **Concurrent Breakout Sessions**

The attendance at individual sessions can range from 30 to 150.

Six to eight sessions are offered during each time slot.

These sessions are 50 minutes in length. Presenters are asked to speak for 35 minutes and to allow approximately 15 minutes for Q&A.

### **Speaker Topics**

We are looking for successful entrepreneurs and active business leaders who are experts in their respective fields to share entrepreneurial experiences, wisdom and specific content that the attendees will be able to take away and immediately apply to their entrepreneurial lives and futures. Please note that this is a general list of topics, CEO is open to consider other topics.

## How-to-do-it Workshops

These sessions will give students specific examples and in-depth directions:

### Starting a Business

Recognizing Opportunities  
Buy an Existing Business

### Business Plans

Crafting a Business Plan  
How to Get Other People to Jump-Start Your Business  
How to Structure Your Business for Maximum Profit and Protection

### Entrepreneurship and Technology

### Real Estate

How to Get Cash Back When You Buy Property

### Financing

Bootstrap Financing  
Business Plan: Legal/Financial Issues  
How to Get Start-Up and Later-Stage Financing  
Financing Options for Entrepreneurs  
How to Negotiate with Bankers  
What VCs Are Looking For

### Accounting and Legal Issues

Legal Aspects of Business Start-Ups  
Bookkeeping Essentials for Small Business

### Marketing

Marketing Strategies for Success

## Entrepreneurship Workshops

These sessions will give overviews on different approaches and ideas:

Managing Growth and Change  
Venture Capital Financing  
Entrepreneurship on the Web  
PR for Entrepreneurs  
How to Build Your Brand  
Tips for Survival in an Entrepreneurial World  
Growth in a Down Economy  
How to Deliver Total Customer Experience

Starting & Running a Business with Partners  
Top Ten Ways to Be Successful in Business  
Picking a Partner  
What You Must Know Daily About Business Financials  
Knowledge Management for Entrepreneurs  
Brand – Creating a Niche  
What Do You Need To Be a Successful Entrepreneur  
How to Grow a Company

## SUBMIT YOUR PROPOSAL BY EMAIL: [CEOSpeakers@c-e-o.org](mailto:CEOSpeakers@c-e-o.org)

Still have proposal submission questions? Email: [CEOSpeakers@c-e-o.org](mailto:CEOSpeakers@c-e-o.org)

You should receive an email acknowledgement of receipt within 2 days.

### If chosen, you understand that:

- CEO does not pay speaker fees or travel expenses.
- You are allowing CEO to use your name and photo in conference promotions.
- Still, video, broadcast, and/or sound recordings may be made of the conference and by agreeing to participate as a speaker is regarded as permission to participate in still, video, broadcast, and/or sound recordings.
- You will receive one complimentary conference registration which will include any CEO sponsored food functions.
- You will have a Speaker listing and company reference in the conference program and conference web site.
- The dress code is business casual or business.
- You will be required to observe the clock - time slots will be enforced.
- CEO will not allow presentation substitutions on-site.
- You are to refrain from "brochure speak" (advertising pitches) while presenting.
- You are expected to check in with the Conference registration desk at LEAST 30 minutes prior to your scheduled talk or your presentation may be filled with another speaker.
- You are expected to meet with students for at least 20 minutes after your session for informal Q&A in designated "Meet the Speaker" areas.
- You are expected to send in a draft presentation for review six weeks before the event and a final version three weeks before the event.
- Unless approved by CEO and arranged in advance, the only audio visual equipment your meeting room will be equipped with is a standing lectern and wired microphone.
- You are responsible for providing handouts if they are a part of your presentation.
- All submissions will be evaluated by the 2009 Conference Advisory Board.