



Voices from the Industry Submission Planning Worksheet

Use the following as a guide to successfully meet the requirements when submitting your proposal.

Presentation Title

Your title should capture attention and give session attendees a clear idea of what your presentation will be about (10-word maximum).

Topic Area

Please choose one of the six categories your presentation falls under.

- **Grow Your Business:** Build relationships and offer product or service solutions that meet customers' needs. Analyze and prioritize your sales activities to increase market share, grow current accounts and develop new customers.
- **Kitchen & Bath Specialty Training:** For specialized areas such as plumbing, lighting, cabinetry or appliances.
- **Design:** Find creative design solutions to common or new space challenges. Design and plan safe and effective kitchens and bathrooms based on the latest industry standards.
- **Management:** Achieve positive business results by managing your resources. Control risk by aligning finance, organizational structure, and marketing initiatives to your business goals.
- **Customer Service:** Deliver exceptional customer service; Build internal and external mechanisms to continuously improve your customer's experience.
- **Building & Remodeling:** Resources, before-and-after, trends, specialized markets, decision making, budgets, codes, processes, additions.

Session Approach

Choose the method that best describes how your content will be presented. Select only one approach.

- **Case Study:** Research performed on a specific situation ultimately deriving a correlation between two independent factors.
- **Informational:** Knowledge presented by an individual of expertise in the industry.
- **Innovation/Trend:** Breakthrough approaches within the kitchen and bath industry.
- **Research:** Any other form of study that leads to new findings in the field.
- **Interactive:** Engage attendees with a hands-on learning experience.

Workshop or Presentation

Choose 1-hour Presentation or 1.5-hour Workshop. Presentations are generally in a classroom setting using PowerPoint and lecture format, which can also have an interactive format. Q&A usually occurs at the end of the session.

Workshops will be an interactive experience with facilitated activities, where the goal is to create some form of product or skill-building — for example, strategies, goals, websites. A more hands-on session may be accomplished by splitting into groups, role playing, etc. There are typically more interactive discussions, handouts or additional materials distributed during workshops, and questions are discussed throughout the session.

Target Audience

Select the target audiences for your presentation. Be sure to choose all that apply.

Architect
Builder/Remodeler
Business Owner
Cabinet Shop
Dealer
Decorative Plumbing & Hardware
Designer
Distributor
Educator
Fabricator
Installer
Manufacturer Representative
Manufacturer/Supplier
Non-Business Owner
Retailer
Sales/Marketing Consultant
Showroom
Student

Presentation Description

Give a strong and concise description of your presentation. Include what will be covered in the session, why it is an important topic, and how attendees will benefit from attending (200-word maximum).

Goals

List up to three ways attendees will be able to apply your information practically in the real world. These are your Learning Objectives (100-word maximum).

Delivery Methods

Explain how your session will be conducted and how you will present your content. Provide enough details so your session can easily be visualized. List specific interactive elements or activities you plan to include. Also, list any specific technology requirements (audio, video, microphone, etc.) for successful presentation delivery (300-word maximum).

Topics

A breakdown of session ideas into segments or bullet points. Please list at least three.

IMPORTANT NOTES:

- **All applications are due June 1, 2020.**
- **Selected applicants will be notified by June 30, 2020**, and will be scheduled to speak at the 2021 Kitchen & Bath Industry Show, Feb. 9-11, 2021, in Orlando, Fla.

SUBMISSION EXAMPLE

Presentation Title: Go Green or Go Home: The Latest Earth Friendly Products

Topic Area: Grow Your Business

Session Approach: Innovation/trend

1.5 hour Workshop or 1 hour Presentation: Presentation

Target Audience: Sales/Marketing Consultant; Designer; Retailer

Description: Is your business struggling to find innovative ways to sell green products to your clients? The “going green” campaign has become very strong in recent years, but client confusion still remains. Most clients today request product upgrades that promote sustainable design, but immediately change their minds when shown the price tag or learn their color choice may not be available. After attending this session, attendees will be able to effectively market the latest in green kitchen and bath

technologies with new strategies and techniques. Join experienced marketing professionals and gain insights into effective marketing campaigns and sales techniques that will boost overall sales and increase client satisfaction.

Goals:

- Identify key points to emphasize when marketing sustainable products
- Practice overcoming customer objections when selling sustainable products

Delivery methods:

- Two videos will be shown that cover the pros of using green products within kitchen and bath design.
- PowerPoint slides will be used to cover a portion of course content.
- Activity 1: Session attendees will be split into small groups (5 to 10 people) and each will be given an example sustainable product to create a marketing campaign slogan.
- Using the listed slogans, a three-step selling technique will be covered.
- Activity 2: Session attendees will work in pairs to practice the three-step selling technique for original group's product assignment.
- Single-page handouts will be distributed that cover the three-step selling technique
- A projector will be needed to display PowerPoint slides and videos; audio speakers would be preferable, but not necessary; a single flipchart in the front of the room is requested.

Topic 1

Introduction

Topic 2

Components of a Green home

Topic 3

Selling Techniques