



## RFMA 2020 CALL FOR PROPOSALS WORKSHEET

(Fill this form out prior to submitting to the online system. This will enable you to gather the information from all parties involved in developing the presentation prior to inputting online.)

**(THIS FORM IS FOR SPEAKERS WITHIN THE INDUSTRY – NON-PAID SPEAKERS)**

RFMA 2020 Annual Conference  
March 8 – 10 | Denver, Colorado

**Submission Deadline: Monday, July 1, 2019**

RFMA is seeking conference proposals within the functional areas and knowledge levels of restaurant facilities management that reflect the best thinking in the field, informed by theory, research, and practice. We invite proposals that:

- Reflect innovation and cutting-edge content
- Target either new, mid-career, or seasoned professionals
- Stimulate and provoke discussion and audience engagement
- Provide diverse approaches for different types of learners
- Present evidence based on or supported by research
- Use multimedia approaches to enhance attendee learning

The RFMA 2020 Annual Conference is an inclusive opportunity for all current and future RFMA members in the restaurant facility management profession to engage in exceptional learning experiences that support restaurant facilities career development, increase individual productivity, and leads organizations in the restaurant facilities community to achieve superior results.

### Plan Your Submission

We suggest that you first collect your thoughts for your proposal before going to the online form. Session and workshop proposals require:

- **A Clear and Concise Title:** Your title should capture, in 10 words or less, who your session is for and the topic that will be covered.
- **A Persuasive Description:** Your description should, in 150 words or less, build on your title, focus on take aways, and be as persuasive and concise as possible.
- **Well Thought-Out Objectives/Take-Aways:** Your learning objectives/take-aways should put the emphasis on participants acquiring skills, rather than simply receiving knowledge.

### Know Your Target Audience

Hundreds of restaurant facility professionals and industry partners from across the country will attend RFMA 2020 to learn new and improved ways of doing things in their professional and personal lives. RFMA aims to provide a balanced conference program with valuable workshops and sessions for each of our targeted

audiences. During the proposal submission process, you will be asked to identify which of the target audiences your content is primarily directed toward.

- New Restaurant Facility Management Professional
- Mid-Level Restaurant Facility Management Professional
- Upper Management Restaurant Facility Professional
- Restaurant Franchisee Owner/Operator
- Restaurant Franchisee Facility Management Professional
- Vendor/Manufacturer

## Submission Process

Once you have completed this worksheet simply go to [www.RFMAonline.com](http://www.RFMAonline.com) and click the link "Submit a Proposal for RFMA 2020" and push the "Start" button to begin.

**Proposals are due by Monday, July 1, 2019.** You will receive an automatic confirmation of your submission once you have pushed the submit button. Please keep this confirmation in your files.

## Review Process

All submissions will be reviewed by the Conference Curriculum Committee and Staff. Committee members will be rating proposals within their area of expertise. We receive several excellent proposal submissions for each Annual Meeting, so please understand that it is a difficult and highly selective process. As such, quality rather than quantity is always best when submitting proposals. We prefer to receive your best ideas rather than every idea you might have, so send us just the ones you think would make the strongest sessions. The Conference Curriculum Committee will use the following criteria when evaluating the proposals.

1. **Originality** - At RFMA 2020 it is essential that we continue to present unique and exciting programs that reflect our dynamic community.
2. **Relevance** - RFMA seeks sessions that are of great interest to prospective attendees and clearly benefit the professional needs of the designated audience.
3. **Program Design** - RFMA seeks sessions that incorporate good practices for adult education, with clear learning objectives that are measurable and achievable.
4. **Ability to Inspire Action** - RFMA seeks speakers who will inspire our audience to return to their own organizations after RFMA 2020 and implement what they learned.
5. **Overall Quality** - RFMA is dedicated to ensuring that the learning programs at RFMA 2020 meet the highest standards of excellence.

RFMA's Conference Curriculum Committee will decide the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the committee and staff will select from the submissions received during the Call for Proposals and identify gaps, if any, which the Conference Curriculum Committee will address through additional content development strategies. The overall program will result in a diverse array of presenters and perspectives.

## Acceptance Guidelines

**All learning programs must be educational in nature, unbiased and avoiding direct or indirect promotion of any product or service.**

**Acceptance notifications will be sent on Monday, July 29, 2019.**

Upon acceptance, RFMA will modify the session title and description to fit our marketing style and format guidelines for the brochure, website, and onsite guide. You will have the opportunity to approve/edit if needed.

While you may submit, or be a co-presenter in, multiple proposals, individual speaker's participation may be limited to two appearances. Priority may be given to proposals that include a restaurant professional as the presenter or co-presenter.

**Have questions or would like more information?**

Please contact Debi Kensell, Education Director at [debi@rfmaonline.com](mailto:debi@rfmaonline.com).

**Speaker Responsibilities**

- All speakers must register for the conference.
- All speakers are responsible for their own travel costs.
- All speakers must meet all posted dates and deadlines.
- All speakers must accept RFMA’s Speaker Letter of Agreement and acknowledge terms and conditions.

**Speaker Information** *(Copy this section and fill out for each speaker)*

First & Last name: \_\_\_\_\_

Credentials (if applicable): \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Twitter handle: \_\_\_\_\_ Website: \_\_\_\_\_

**Have you submitted a proposal for any previous Annual Meeting? Yes/No**

**Have you presented at RFMA’s Annual Meeting in the past five years? *(Check all that apply)***

- RFMA 2019 Austin
- RFMA 2018 Phoenix
- RFMA 2017 Orlando
- RFMA 2016 Nashville
- RFMA 2015 San Diego
- Have not presented in the past five years

**Biography, Past Experience & Feedback**

Please describe your experience and expertise. You’re encouraged to include any past teaching experience with, RFMA or another organization, and any feedback you may have received. And, if you have a video, please share the link.

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**What is your position level?**

- CEO/President/Owner/Partner
- Sales Representative
- Restaurant Facilities Professional
- Other

**What is your organization type?**

- Restaurant Chain
- Independent Restaurateur
- Restaurant Franchisee
- Service Provider (Vendor)
- Manufacturer (Vendor)
- Other

**How many years of restaurant facilities experience do you have?**

- 1-5
- 6-10
- 11-15
- 16-20
- 21-25
- 26-30
- 31+
- Unspecified

**Proposal Information**

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Proposals require clear and concise titles, concise and persuasive descriptions, and well-thought-out learning objectives/take-aways. Spell check and grammar count.

**Session Title:** \_\_\_\_\_

Please capture, in 10 words or less, who your session is for and the topic that will be covered. Get your marketing team involved to make sure you’re capturing exactly what attendees would glean from this session.

**Session Description (limited to 150 words)**

Please share the overall focus and goal of the session, including key points and supporting topics. Your description should build on your title and should attempt to persuade your target audience of the value of participation. If selected, the description will be modified and used in the marketing brochure and website.

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**Learning Objectives/Key Takeaways**

Objectives set the direction of the session and keep the presentation or training focused. To help bring the content to life and make it actionable, please clearly define how your session will support attendees in implementing and applying their learnings back at the office. Put the emphasis on participants acquiring skills, rather than simply receiving knowledge. For help writing objectives/takeaways try combining a skill that participants need to know how to do then what they need to know in order to do that. For example, you can complete the stem “Participants will be able to...” Such as “Participants will be able to impact their bottom line by using this financial management system effectively”.

Takeaway 1: \_\_\_\_\_

Takeaway 2: \_\_\_\_\_

Takeaway 3: \_\_\_\_\_

**Session Flow/Instructional Design**

What is the format of the session? Does the format include interactive, participatory components? All session types are welcome. Please share specifically how your session will flow.

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### Session Length

- 8 minutes RIF Talks (RFMA version of TED Talks)
- 45 minutes (Concurrent breakout session)
- 60 minutes (Concurrent breakout session)
- 2 Hours (In-depth Training)

### Targeted Audience

While we know that people from many backgrounds may gain value from your proposed session, who is the **primary** audience that will most benefit from this session?

### Target Organization Type (Check all that apply)

- New Restaurant Facility Management Professional
- Mid-Level Restaurant Facility Management Professional
- Upper Management Restaurant Facility Professional
- Restaurant Franchisee Owner/Operator
- Restaurant Franchisee Facility Management Professional
- Vendor/Manufacturer

### Target Education Level

To what knowledge level is this proposal best suited?

- Fundamental
- Intermediate
- Advanced
- Executive

### Explain Further

Explain how this session will meet the needs of the audience(s) you've specified.

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### Target Topic Area

- Building Site Work
- Building Components
- Kitchen Equipment
- HVAC Systems
- Electrical Systems
- Plumbing Systems
- Preventative Maintenance & Cyclical Services
- Disaster Management
- Energy Management
- Financial Planning
- Financial Management
- Project Management
- Property Management
- Codes and Guidelines
- Technology
- Other

### Anything else?

Is there anything else you would like us to know about this proposal?

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