2017 HBA Annual Conference

6-8 November | Philadelphia

Call for Workshops

Deadline: Monday, 6 March 2017

https://www.surveymonkey.com/r/2017ACRFPsubmission

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Call for Workshops

2017 HBA Annual Conference
6-8 November, 2017 – Philadelphia, PA

The Healthcare Businesswomen's Association (HBA) is accepting workshop proposals for the 2017 HBA Annual Conference to be held in Philadelphia, PA on 6-8 November, 2017.

During the conference, HBA members come together to learn and enhance vital skills, share cross-industry insights, and connect with both emerging and senior/executive leaders in healthcare. Featuring inspiring main stage and keynote presentations by national thought leaders, a rich choice of interactive workshops, an educational poster session, and dedicated time to build and deepen professional networks, the HBA Annual Conference delivers career-changing experiences.

New submission process - one step only

For 2017, the HBA is moving to a single-step process where proposals are submitted once in their full and final form. Presenters whose submissions best meet the workshop selection criteria (described later in this document) and address the overall educational/curricular needs of the conference will receive an invitation to conduct a workshop.

Directions
- Before submitting your response to the Request for Proposals (RFP), read the entire contents of this booklet.
- A list of questions included in the RFP are provided for your reference; this list can be found in the appendix.
- Prepare your proposal on your computer. When you're ready, click on this link and enter your information.
- All proposals must be submitted electronically via this link.
- **The deadline for receipt of workshop proposals is Monday, 6 March, 2017.**
- The HBA will review and acknowledge all proposals; if additional information is needed, the workshop leader will be contacted. If you do not receive an email confirming receipt within five (5) business days, assume the submission was not received and email conference@hbanet.org to check status. Please put "Workshop Inquiry" in the subject line.
- Workshop acceptances will be sent via email to workshop leaders during the week of 24 April. Those invited to present will have approximately two weeks to work with the HBA to finalize descriptive information for their workshop and to sign the HBA speaker agreement. Full conference registration, including workshop selection, opens 1 June.

Acceptance rate
Typically, 100 to 125 workshop proposals are received, and approximately 15 to 20 workshops are selected for presentation. Click here to view the list of workshops presented at the 2016 conference.

Information for prospective workshop leaders

Workshop specifications
- **Length:** Workshops are **90 minutes** in length; this includes time for:
  - Q&A (all workshops should provide)
  - Completion of an online post-workshop evaluation survey by workshop attendees (five minutes)
- **Interactivity:** Each workshop should include interactive component(s); that is, opportunities for participants to engage with the speakers and each other. This may be accomplished in a variety of ways.
- **Number of presenters:** Workshops may feature one or two presenter(s). With the exception of panel presentations, inclusion of three or more speakers can make it challenging for each individual to have the opportunity to make a meaningful contribution within the 90-minute timeframe.
- **Audience size:** Workshop sessions generally have between 40 to 180 attendees.
- The general expectation for the 2017 conference is that each workshop will be presented twice. Please indicate your availability to conduct the proposed workshop on each conference day (i.e., Tuesday, 7 November and Wednesday, 8 November).

Content categories
Those submitting an RFP will be asked to select the category into which the content of their proposed workshop best fits. These are:
- Business or industry acumen
- Career
- Leadership

Conference theme

Transforming with G.R.I.T. (Gratitude, Resilience, Influence, Tenacity)

HBA Leadership Competency Framework
In March 2014, the HBA board adopted the HBA Leadership Competency Framework, the result of a year-long initiative to identify the key knowledge, skills and behaviors needed for women to succeed in the healthcare industry. Twelve competencies, grouped and stratified by four core actions—enlighten, empower, engage and evolve—form the foundation for this framework. Workshop content should align with one or more of the identified competencies.

What does the HBA seek in workshop presentations?
The HBA seeks workshops that:
- are educational, not promotional
- provide up-to-date and substantive content
- feature topics with high professional relevance/impact for attendees and their employers
- offer practical, real-world information and actionable strategies that can be put to immediate use
- offer content commensurate with the stated audience level for the workshop
- deliver a lively, engaging and interactive experience
- provide complimentary high-value take-home resources (i.e., tools, checklists, references, books)
- can be effectively delivered in a 90-minute session (which includes time for questions/interaction)
- offer an educational experience that is unique, inspiring and memorable
- address one or more competencies identified in the HBA Leadership Competency Framework
- align with the HBA's core purpose, mission and values
- support the conference theme

Workshop selection criteria

- Importance of subject matter; professional relevance/impact; practical/actionable information
- Clarity/focus of proposal
- Content agenda/outline - appropriateness for a 90-minute workshop
- Strength of learning objectives (which should be clear, quantifiable, application-focused and realistic; that is, able to be accomplished within a 90-minute session)
- Audience engagement strategies
- Uniqueness of offering
- Degree to which supports/advances conference theme
- Value of complimentary take-home resources to be provided to participants
- Speaker presentation skills (as demonstrated in a provided video clip)
- Content appropriate for specified audience level
- Overall value of proposed workshop
- Addresses educational/curricular needs of workshop slate

Who may propose a workshop? HBA members and non-members may submit an RFP, so feel free to share this invitation within your network.

May an individual submit more than one RFP? Yes, but it is preferable to submit one fully developed RFP rather than multiple less fully developed proposals. Presenters should submit in areas in which they have deep knowledge and practical expertise.

Can proposals also be considered for local/regional programming conducted by HBA chapters? Yes. If you would like your workshop information to be shared with HBA chapter leaders for consideration for a local/regional program, check the appropriate box in the RFP submission process. If you do not check this box, your materials will not be shared.

What is the expected attendance for the 2017 HBA Annual Conference? Approximately 1,000.

Requirements

1. Comply with all HBA policies
2. Work within HBA timelines
3. If the workshop is selected:
   - ✓ Develop and conduct a workshop that is educational in nature and does not promote any product, service or organization
   - ✓ Sign the HBA speaker agreement that offers attestation that workshop content has been developed and owned by the submitter and does not infringe upon any copyright or intellectual property rights of others. No workshop will be offered without receipt of a signed speaker agreement from all named speakers.
   - ✓ Submit presentation slides and handout materials by the date requested for review by the Annual Conference content committee
   - ✓ Provide a paper copy of slide handouts for all workshop participants at the beginning of the workshop. This is requested to accommodate learners who wish to take notes during the session. (Handouts can be B&W, double-sided, with multiple slides on each page, if desired.)

Understandings

- Presenters are not compensated for conducting workshops.
- Presenters are responsible for their travel, lodging and meal costs. (Presenters are invited to all meals provided as part of their conference registration; other meal costs are not included.)
- The workshop leader will receive a free conference registration.
- Up to three co-presenters/panelists per workshop are eligible for a free conference registration; this is contingent upon the approval of the number of speakers by the content committee.
- The HBA makes PDFs of workshop slides/other handouts available to conference registrants via a conference App and/or within the Annual Conference group on the HBA online Community platform.

Confidentiality, to the extent possible, will be maintained in the review process, and submissions shall not be used for any purpose other than evaluation of merit. Final selection of workshops will be solely at the discretion of the HBA and based on what the association determines to be the best fit for that year's conference and its attendees. Applicants accept that decisions of the HBA are final and will be based on the outlined criteria, curricular needs, competency distribution and scheduling considerations.

Benefits of conducting a workshop
In appreciation for conducting a workshop, the HBA offers the following:
- Complimentary full-conference registration for the workshop leader
- Complimentary full-conference registration for up to three co-presenters/panelists per workshop; this is contingent upon approval of the number of speakers by the content committee
- Workshop leaders who have written a book may participate in the Speakers' Corner, which is an opportunity to display and sell their books in the exhibit hall. The HBA will provide a free table; Workshop leaders handle all aspects of selling, collecting payment and fulfilling orders
- Opportunity to display your literature in the workshop room
- Multiple dedicated networking opportunities throughout the conference
- Visibility on the HBA Annual Conference webpage (i.e., online Guide to Selecting Your Sessions, speaker listing page) and in other conference-related promotion and publicity (i.e., HBA newsletters, social media, HBA online Community)
- Workshop listing included in the conference program
- Summary report of evaluation data for your workshop as well as the workshop mean for scored criteria
- Exposure to new, emerging and senior leaders, who represent multiple industry sectors and functional areas.
- An opportunity to showcase the great education you can deliver

About the HBA

Founded in 1977, the Healthcare Businesswomen's Association (HBA) is the pre-eminent global, not-for-profit organization (501(c)(6) dedicated to helping its members achieve leadership goals at every stage of their careers. The HBA empowers its nearly 8,000 members across all areas of functional expertise in healthcare to achieve their greatest potential by providing unparalleled opportunities for professional development, education, skill-building, networking and mentoring.

Core purpose
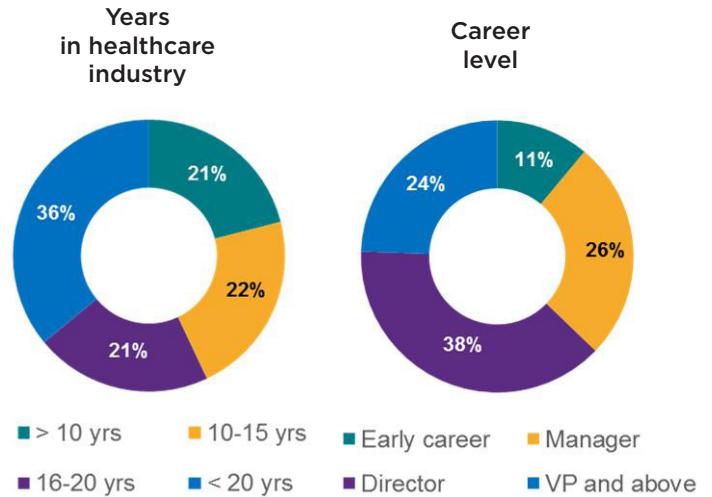To further the advancement and impact of women in the business of healthcare.

Mission
The Healthcare Businesswomen's Association is a global nonprofit organization comprised of individuals and organizations from across the healthcare industry committed to:
- achieving gender parity in leadership positions
- facilitating career and business connections
- providing effective practices that enable organizations to realize the full potential of their female talent

HBA accomplishes its mission through strong business networks, education, research, advocacy, and recognition for individuals and companies.

Annual Conference demographics

Year to year, approximately 85% to 90% of conference attendees are HBA members, and most are women. The majority of registrants are mid- to senior-level professionals, and more than three-quarters of attendees have 10 or more years of experience in the healthcare industry. Registrants represent many sectors of the healthcare industry, with degrees ranging from the baccalaureate to doctoral level. Individuals with clinical degrees—MD, NP, RN, PharmD, RPh—typically work within industry (vs. as practicing healthcare professionals). *Following are key demographic and other data reported by 2015 attendees who completed the post-conference evaluation.*

Years in healthcare industry

21%
22%
21%
36%

■ > 10 yrs   ■ 10-15 yrs   ■ 16-20 yrs   ■ < 20 yrs

Career level

11%
26%
38%
24%

■ Early career   ■ Manager   ■ Director   ■ VP and above

Type of organization		Functional area		Decision making/ Purchasing authority in current position	
Pharmaceuticals	41%	Sales and support	14%	Services	34%
Consulting	7%	Operations	11%	Talent recruitment	33%
Biotechnology	6%	Marketing	10%	Internal meetings/ shows	29%
Medical devices	6%	Management	6%	Operations	29%
Manufacturing/supplier	5%	Medical/clinical affairs	6%	Talent development	29%
Diagnostic	3%	Business development	6%	Marketing/sales	28%
Marketing/advertising/PR	3%	Research and development	5%	Contractor/contract organizations	26%
Technology/data services	3%	Finance	4%	External meetings/ shows	19%
Contract research organization	2%	HR/recruiting	4%	Advertising/media	14%
Hospital/medical facility	2%	Project management	4%	Technology	13%
HR/recruiter/staffing	2%	Education/training	3%	Products	13%
Medical education	2%	Compliance/regulatory	3%	Procurement	10%
		Market research	2%	Clinical/research and development	8%
		Quality	2%	Other	7%

Questions/additional information
Email conference@hbanet.org. Please put "Workshop Inquiry" in the subject line.

2017 HBA Annual Conference RFP

Dear Colleague,

Thank you for your interest in leading a workshop at the 2017 HBA Annual Conference which will take place in Philadelphia from November 6-8, 2017.

Several important notes:

1) Before submitting an RFP, please review the "Call for Workshops" booklet available on the HBA website which contains full information on the submission process, selection criteria and 2017 deadlines.

2) To avoid "timing out," we recommend that you prepare your RFP as a document, and save it on your computer. Then cut and paste the information from your document into the appropriate survey fields. Incomplete submissions are NOT saved by this system.

The RFP process will close on MONDAY, MARCH 6, 2017.

Thank you for your interest in conducting a workshop and sharing your expertise with our 2017 conference attendees.

On behalf of the 2017 HBA Annual Conference Content Committee Leadership

Sincerely,

Liz Stueck
Director of Education
Healthcare Businesswomen's Association

PS - If you have any questions about the RFP process or workshop requirements, please contact Workshop Chair Donna Ramer at dramer@strategcations.com or 212-777-5095. If you have technical problems submitting your proposal, please contact Lori Whitehand, Education Manager, HBA, at lwhitehand@hbanet.org or 973-575-0606 x 725.

* 1. Enter the title of your proposed workshop.

Please make sure that the title of your workshop accurately reflects the content you intend to present and aligns with your learning objectives. Shorter is better; the best titles describe the workshop content in the fewest words possible.

* 2. Contact Information for the Workshop Leader (eg, primary presenter).

First Name	
Middle Name or Initial	
Last Name	
Degree(s)	
Title	
Company/Organization	
City	
State, Country	
Company/Organization Website	
Primary Phone (including area code)	
Cell Phone (including area code)	
Email	

3. Alternate Contact for the Workshop Leader

First Name	
Last Name	
Company/Organization	
Primary Phone (including area code)	
Email	

* 4. Workshop Leader Bio - Please provide a short bio (100 words or less).

5. Is the proposed workshop a panel?

○ Yes

○ No

6. Identify all other co-presenters/panelists for this workshop and provide the requested information for each.

Please remember:
1. Workshops are 90 minutes in length, including time for Q&A.
2. Each co-presenter/panelist should be able to make a meaningful contribution to the workshop's content; please consider this when determining the number of speakers.

PRESENTER # 2 - First Name

Last Name

Title

Company/Organization

City, State, Country

Phone (with area code)

Email

Status (Confirmed? Not yet contacted? Other?)

PRESENTER # 3 - First Name

Last Name

Title

Company/Organization

City, State, Country

Phone (with area code)

Email

Status (Confirmed? Not yet contacted? Other?)

PRESENTER # 4 - First Name

Last Name

Title

Company/Organization

City, State, Country

Phone (with area code)

Email

Status (Confirmed? Not yet contacted? Other?)

7. Select the content category into which the workshop best fits.

◯ Business and industry acumen

◯ Career

◯ Leadership

* 8. Provide a description of the proposed workshop (200 words or less).

Workshops should be engaging and provide participants with actionable information or exposure to a new skill. When describing your session, please consider how a participant will be able to apply what they learn once back on the job. Remember that workshops are 90 minutes in length including time for audience participation/Q&A; please make sure that the proposed content can be adequately addressed in the time allotted.

* 9. Provide an agenda/outline for the workshop, keeping in mind the content should appropriate for a 90-minute session including Q&A.

* 10. Provide 2 to 3 application-focused learning objectives for this workshop.

   - Objectives should describe what a participant should be able to do after attending the workshop and should align with the title and description.
   - Make sure your objectives are specific, measurable, clear and achievable within the context of a 90-minute session.
   - Objectives should be written to follow the phrase,"After participating in this session, the learner will be able to…"
   - Use action verbs; do NOT begin the objective with the words: learn, know, understand or believe.

1) [   ]

2) [   ]

3) [   ]

* 11. Which audience level would benefit MOST from this workshop? (Select the ONE that best applies.)

   ◯ Those with 5-10 years of industry/business experience.

   ◯ Those with 11-20 years of industry/business experience.

   ◯ Those with more than 20 years of industry/business experience.

   ◯ Senior/executive leaders - those at the very highest levels in the healthcare industry

Other (Please specify):

[   ]

* 12. Describe how you intend to engage the audience--and keep them engaged--during the workshop. Please be specific.

   - If you are teaching a skill, how will you provide participant with an opportunity to practice?
   - If you are sharing information/knowledge, how will you ascertain understanding of that information/knowledge?

[   ]

* 13. In what way(s) is this workshop unique? (could be topic, approach, format, method of presentation)

[   ]

* 14. The theme for the 2017 HBA Annual Conference is "Transforming with G.R.I.T. (Gratitude, Resilience, Influence, Tenacity)". Describe how this workshop supports/advances the conference theme.

15. Complete this statement: "This workshop is for you IF..."
Examples:
- This workshop is for you IF...you are moving from individual contributor to a first-time manager of people.
- This workshop is for you IF...you manage multiple, cross-functional teams.

16. Identify any tools, checklists, models or assessments that will be used in developing the content for and/or in conducting the workshop. Please be certain that tools, models or assessments support the proposed learning objectives.

17. Identify any take-home resources (eg, books, articles, forms, checklists) that you will provide free-of-charge to workshop participants.

* 18. Does this workshop require any pre-work or reading?

( ) No - No required pre-work or reading

( ) Yes - Pre-work / reading is required. Participants will be provided with these materials at no charge.

* 19. List 3 references/suggested readings pertaining to the workshop's content. (These can be books, journal/other articles, citations to published research, white papers, etc.)

1.

2.

3.

* 20. Provide a link to a video, webinar or podcast of the Workshop Leader speaking or delivering a presentation. Material may come from a website, YouTube posting, news report, blog, award ceremony, corporate source, etc. This is requested to better understand the Workshop Leader's presentation style and skills, and not to evaluate the content being presented.

Notes:
1. Please double check that the link you provide works and may be accessed through April 30, 2017.
2. Links should not require permissions or registration to access.
3. We cannot upload or distribute files.

* 21. Has this workshop been presented previously at any HBA event (global, chapter, or virtual)?

◯ No

◯ Yes - Indicate where, when and provide a program contact in the text box below.

Where? When? Program contact name and email / phone?

* 22. Provide a professional reference outside your organization whom the HBA may contact to gain specific insight/feedback on the Workshop Leader's subject matter expertise and presentation style/effectiveness.

Name	
Title	
Company/Organization	
City, State, Country	
Phone (including area code)	
Email	
How does this individual know the Workshop Leader and her/his presentation style?	

* 23. Indicate both the OPTIMAL as well as the MAXIMUM number of participants that this workshop can accommodate.

	40	90	120	180
Optimal audience size	○	○	○	○
Maximum audience size	○	○	○	○

Comments?

* 24. The general expectation for the 2017 conference is that each workshop will be presented twice. Workshops will be held on both Tuesday, November 7 and Wednesday, November 8. Please indicate the day(s) on which you (and your co-presenters/panelists, if applicable) are able/willing to conduct this workshop.

○ Day 1 - Tuesday, November 7 only

○ Day 2 - Wednesday, November 8 only

○ Days 1 and 2 - Tuesday and Wednesday

* 25. The Workshop Leader understands and agrees that if this workshop is selected:

	Yes	No	Not sure
1) Presenters are not compensated for conducting workshops.	○	○	○
2) Presenters are responsible for their travel, lodging, and meal costs.	○	○	○
3) The Workshop Leader will receive a free conference registration.	○	○	○
4) Up to 3 co-presenters/panelists per workshop are eligible for a free conference registration; this is contingent upon approval of the number of speakers by the Content Committee.	○	○	○
5) The Workshop Leader is responsible for communicating the conference registration fee requirement to all co-presenters/panelists.	○	○	○
6) All named speakers (ie, Workshop Leader and co-presenters/panelists) must sign HBA's speaker agreement; no workshop will be offered without receipt of a signed speaker agreement from each named speaker.	○	○	○
7) The Workshop Leader is responsible for ensuring that a paper copy of slide handouts will be provided to all workshop participants at the beginning of the workshop. This is requested to accommodate learners who wish to take notes during the session. Handouts can be B&W, double-sided, with multiple slides on each page, if desired.	○	○	○
8) HBA makes PDFs of workshop slides/other handouts available to conference registrants via the conference app, website or HBA Community Platform.	○	○	○
9) Workshop Leader will comply with all HBA policies and participate in preparatory content and logistics calls.	○	○	○

* 26. The Workshop Leader agrees to:

	Yes	No	Not sure
Conduct a presentation that is educational, not promotional	○	○	○
Consider editorial direction provided by Content Committee	○	○	○
Submit slides and handouts for review (date to be provided)	○	○	○
Meet all deadlines set by the Content Committee (to be provided)	○	○	○

* 27. The Workshop Leader understands that, if selected, final approval to conduct a workshop is contingent upon HBA's review and approval of presentation materials (eg, slides, handouts, etc.).

○ Yes

○ No

28. Are you a current HBA member?

○ No - I have never been a member

○ No - my membership has lapsed

○ Yes

○ No sure

29. How many HBA Annual Conferences have you attended?

○ 0

○ 1

○ 2

○ 3 or more

30. Have you presented a workshop at a previous HBA Annual Conference?

○ Yes - if yes, please provide details in text box below

○ No

○ At which conference(s)? Year? Workshop title.

[   ]

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31. HBA may wish to broadcast select workshops "live" to a virtual audience and/or to record select workshops, given the permission of all presenters. If selected, would you be interested in discussing this opportunity with the HBA?

○ Yes

○ No

○ Not sure

32. Would you like your workshop submission to be shared with HBA chapter leaders for consideration for local/regional programming? If you check "No," your submission will not be shared

○ Yes

○ No

* 33. I am authorized to submit this Request for Proposal (RFP) and to represent all speakers named in this RFP.

Name	
Title	
Company/Organization	
Phone (including area code)	
Email	

IMPORTANT REMINDERS:

1) RFP deadline is MONDAY, March 6, 2017.

2) You must click the "Done" button (below) to submit the RFP.

3) If you do not receive an email confirming receipt of the RFP within 5 business days, please assume that the RFP was not received and email conference@hbanet.org to confirm status. Please put "Workshop Inquiry" in the subject line.

4) All applicants will be notified via email about the status of their submission in late April / early May.

If you do not receive an email confirming receipt of this RFP within five (5) business days, please assume that your submission was not received, and email Lori Whitehand at lwhitehand@hbanet.org or call Lori at 973-575-0606 x 725 to confirm status.