

# Session Proposal

## Submission Guidelines

2021 Convenience Retailing

University

February 23-24, Orlando, FL

## **Education Session Proposals Overview**

Winsight Events welcomes the submission of quality and original session proposals for presentation at the 2021 Convenience Retailing University (21CRU). These proposals will be evaluated for relevance to specific categories of content chosen by attendees in breakout sessions.

### **Session Programming Goals**

CRU will continue to expand upon its long-standing history of offering the best and most comprehensive educational program by:

1. Providing cutting-edge, top quality programming by leading convenience and/or retail industry professionals.
2. Offering relevant content on key focus areas facing convenience professionals, consumers, and the industry.
3. Presenting the latest trends and hot topics with applicable takeaways attendees can use in their own work.
4. Maximizing the attendee value through interactive learning formats.

### **Why Present?**

Each year CRU attracts several hundred convenience professionals and their supplier partners to gather and share information about the newest innovations, the latest trends and issues in convenience, foodservice and fuel operations.

Each “breakout” session is focused on a track that is relevant to attendees’ responsibilities, such as General Merchandise, Snacks & Candy, CBD, Forecourt, Tobacco, Foodservice; these are highly anticipated by attendees as they contribute toward continuing education credits. Attendees are category managers representing a wide variety of markets and numbers of locations within their respective brands. More detail on these individual tracks can be found below.

# Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration. Successful proposals must incorporate quality factors listed below.

## Submission Process

Submitters need to submit a full proposal form for review. This includes complete session descriptions and learning objectives and identify all speakers (in addition to submitter/contact if applicable). This submission process will allow the Programming Team to make informed decisions when reviewing and selecting proposals.

If submitters are proposing multiple speakers in a session, submitters are required to identify all speakers in the proposal submission site (entering speaker name, title, company, contact information and biography), as the submitter please make sure to confirm with the speaker(s) on availability and topic prior to submitting the proposal.

## Selection Criteria

The Programming Team reserves the ultimate right to select session proposals submitted for review based on quality factors including, but not limited to:

- Relevancy to the-respective categories within the convenience industry
- Innovation
- Audience engagement
- Practical application of educational content
- Pertinence to target audience(s)

Any session proposal submitted not meeting the quality factors will not be selected.

## Topics for CRU

- **Cold Vault** – As innovation pushes sales in the cold vault, find out which new products and beverage styles are making the biggest waves.
- **Tobacco** – Find out the latest in regulatory news, as well as what the future holds, and how to maximize profitability despite those hurdles.
- **CBD & Emerging Categories** – CBD made waves when it first hit the market years ago—how can operators take advantage of this still evolving category, as well as get out in front of the next big product opportunity.
- **Snacks & Candy** – As the natural products industry continues to grow in sales, how can the c-store industry take advantage of this maturing trend while

### Submission Deadline

September 1, 2020

### Status Notifications Sent to Submitters

September 15,  
2020

continuing effective merchandising of indulgent items.

- **Foodservice** – The pandemic changed the c-store foodservice category overnight. Find out how operators can continue to offer customers the high-quality items they expect in a safe and efficient environment.
- **General Merchandise** – The coronavirus pandemic has brought about a slew of previously unnecessary general merchandise items. Find out what customers are buying and how to properly merchandise these items, such as masks, hand sanitizer, cleaners, etc.
- **Operations** – Obvious challenges stemming from the Covid-19 outbreak have affected the way retailers deal with everything from employee safety to hiring practice. Hear from experts about how to hire, grow, retain and keep safe a valuable workforce.
- **Forecourt** – Oil and gasoline oversupply, as well as a looming recession, has put strain on the petroleum market. How can retailers adapt to the volatile market?

You are welcome to submit any topic of your choice if you feel it would appeal to a significant portion of the CRU audience.

### **Session Length**

Breakout sessions at CRU 45 minutes or in the case of a “deep dive” session, 1 hour, 45 minutes (with a break). The Programming Team will verify with you the session length and work with you to develop your session accordingly should your proposal be accepted. In addition, the programming team will work with all speakers to ensure sessions are engaging and incorporate interaction with the audience.

**IMPORTANT NOTE:** in 2021, each session will repeat one time so attendees will have opportunity to be exposed to additional content. In addition, speakers will be asked to present a third time during a webinar following CRU at a time to be mutually determined.

### **Defining Roles**

**Contact** - *the individual who submits the session proposal. If the proposal contact is proposing additional speakers, speaker names, contact information, email addresses, and short bios will be required in the session proposal. If the contact is a speaker you can add that as well.*

**Speaker(s)** – *the individual(s) who will present the session at the conference. Speakers are identified in the proposal submission.*

**Panel** – *a group of up to 3 speakers in a panel discussion, plus 1 moderator. Speakers are identified in the proposal submission.*

**Moderator** – *the individual who introduces the speaker(s) and/or moderates a panel discussion. For a proposed panel session, the moderator is identified in*

*the proposal submission.*

Speakers and moderators (if identified as part of a panel session) will not be notified of the proposal submission. As the submitter or proposal contact please make sure to confirm with the speaker on availability and topic prior to submitting the proposal. If the proposal is accepted the Programming Team will reach out to each speaker to begin session planning and logistics.

## **Terms and Conditions**

If the session is accepted, all speakers identified in the session proposal will be asked to complete the Terms and Conditions Agreement, including acknowledgement of important deadlines, agreeing to follow standard presentation protocols such as no selling during the session, acknowledgment of CRU reserving the right to audio or videotape the presentation and distribute the presentation materials in PDF format

## **Session Proposal Review Process**

Session proposals will be reviewed upon the close of the Call for Proposals on September 1, 2020.

## **Session Proposal Review Process**

Session proposals will be reviewed by the Programming Team and industry experts as needed to determine the most qualified submissions for acceptance.

- The proposal submitted through the submission site will be used to evaluate the session's merit.
- Programming Team will notify submitters as to the status of their proposal by September 20, 2020.
- For accepted proposals, the Programming Team will confirm speakers and moderators (if identified in the proposal) and provide a timeline of information that will need to be collected leading up to the 2021 conference.

## **Session Submission Process Summary**

Below is a detailed step-by-step process on how to submit a session proposal.

1. From now through September 1, 2020 submitters will be able to complete the [online session submission form available HERE](#)
2. **Review the checklist of questions/fields that are required for submission in Appendix C.** This will enable submitters to prepare their session proposals prior to submitting online if they prefer.
3. Identify ways to engage your audience to maximize the impact of your proposed session (i.e. case studies, scenario-based exercises, discussions, group work, etc.)
4. If proposing multiple speakers, talk to prospective speakers to gauge their interest. Submitters must confirm speakers and hold the dates of February 23-24, 2021 (plus travel time to from Orlando, Florida), in case the submission is accepted.
5. Confirmed speaker names and contact information: speakers' qualifications and biographies are required at time of submission. "TBD" is not an acceptable response on the submission form and your proposal will be considered

incomplete and will not be reviewed.

6. All session proposals are due no later than 5:00 pm Central September 1, 2020. **No late submissions will be accepted.** All submissions must be completed online through the Call for Proposal Dashboard.
7. Submitters will be notified of the status of their submission by September 20, 2020.

### **Terms and Conditions Agreement**

1. By September 18, 2020, speakers will be notified of their accepted session(s). Speakers will be asked to:
  - Confirm acceptance to present– **please check your junk or spam folder for your confirmation if you do not receive an email in your inbox**
  - Verify speaker details e.g. contact information, biography, and complete terms & conditions agreement
2. Compensation:
  - Speakers selected for CRU will receive complimentary registration to CRU, roundtrip coach-class airfare from home to event city, along with reasonable travel incidentals (parking, airport transfers, etc.; meals are provided at CRU), plus two (2) nights hotel (room & tax).
  - Full marketing benefits will be afforded to all speakers including individual photo/bio inclusion in the agenda and event website and promotional exposure in all marketing materials and advertisements plus CSP magazine (print and digital editions to be determined).
  - There are no honorariums provided to CRU breakout speakers.
3. By February 1, 2021, speaker PowerPoint presentations must be uploaded into the presentation management system for review by the Programming Team.

# Appendix

## Appendix A: Terms and Conditions Agreement

### Terms & Conditions for Speakers at Convenience Retailing University 2021

Please review all sections of the preliminary Terms & Conditions. Also note, terms and conditions are subject to change.

#### Use of Education Stages:

Winsight and CRU strive to maintain the highest level of credibility for the education program.

- A. **NO SELLING** of any kind can occur. However, speakers may offer business collateral to interested parties after their session and contact them at a later date.
- B. Education Sessions are **NOT** to be used as a sales platform for any speaker's company, products, or services. Room monitors have been trained to politely halt speakers from this practice if the situation arises during their presentation.

#### Session Handouts & PowerPoint Presentations:

- **February 1, 2021:** Speakers upload draft presentations (PowerPoint) and any handouts to share with attendees.  
***NOTE:** As the speaker, if you would like to provide printed copies of any presentation materials for your attendees, you will need to produce and bring them with you. Organizers will not reproduce materials. Your final presentation and any handouts will be available to attendees (in PDF format) to view online.*
- **February 1-5, 2021:** Presentations reviewed by programming staff for quality; revisions may be requested pending review
- **February 5, 2021:** Speakers notified of any requested revisions
- **February 5-10, 2021:** Speakers may make minor revisions and any requested changes to presentations.
- **February 10, 2021:** Speakers re-upload final presentations to the Organizers.  
*If no changes are made to the presentation uploaded on February 1, there will be no need to re-upload files. No changes may be made to presentations after February 10, 2021.*

- **At CRU (February 23-24):** Speaker should have their presentations ready for display at the scheduled day and time of the session in assigned presentation area. **Speakers will be required to bring their computer to present.**

**Convenience Retailing University 2021 Video & Audio Authorization:**

I grant show organizers the right to record, duplicate, distribute, and post my presentation delivered at this event, in any and all media now existing or hereafter developed, throughout the world. In consideration of permitting me to present, I acknowledge that I have the right to and do hereby grant to Convenience Retailing University 2021 and its affiliated organizations a worldwide, royalty free right and license to reproduce, distribute, and post the recording as well as any written material (PDF format) I submit in connection with my presentation, in whole or in part, in any media. I also agree to assume full and complete responsibility for the contents of my presentation and the materials submitted in connection there with and will indemnify and make whole Winsight and Convenience Retailing University 2021 and its affiliated organizations for any loss or liability imposed on them resulting therefrom.

**Appendix B: Timeline**

07/7/2020	Call for Session Proposals opens online
09/01/2020	Call for Session Proposals closes
09/01/2020 - 09/18/2020	Session Proposal review process
By 9/18/2020	Submitters will be notified of status of submission. Speakers in accepted sessions will be required to confirm their participation.
9/18/2020 – 10/2/2020	Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms & Conditions Agreement
02/01/2021	PowerPoint presentations due and must be uploaded electronically for review by CRU Programming team
02/10/2021	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Programming team
02/23/2020 – 02/24/2020	2021 Convenience Retailing University – Orlando, FL