

Session Proposal

Submission Guidelines

2022 Convenience Retailing

University

February 23-25

Rosen Centre | Orlando, FL

Education Session Proposals Overview

Winsight Events welcomes the submission of quality and original session proposals for presentation at the 2022 Convenience Retailing University (22CRU). 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 Center Store, Behind the Counter, Fuels/EV, Foodservice, Dispensed Beverages, Packaged Beverages, Technology & Operations and Loyalty & Delivery; 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

- **Hot & Cold Dispensed Beverages** – Dispensed beverages recovered from the steep declines suffered in 2020, but safety concerns have generated changes in equipment for hot, cold and frozen beverages.
- **Behind the Counter** – How are lifestyle and preference changes contributing to cigarette sales and the use of e-cigs? Is CBD steady, growing or declining? Where is the FDA in its process to assess/approve/deny applications for new products?
- **Center Store** – Learn what new snacks, candies and general merchandise items consumers are looking for, and the trends behind why certain items are outpacing the rest of the category.
- **Packaged Beverages** – Stay up to date on the constantly changing consumer demand choices on Packed Beverages. Learn how to select the best assortment and display to appease consumers and drive sales.

**Submission
Deadline**

November 30, 2021

**Status
Notifications Sent
to Submitters**

December 3, 2021

- **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.
- **Fuels/EV** – The future of fuels at c-stores is the trillion-dollar question. Is gasoline here to stay, even if demand declines? How soon and how many electric charging stations are needed? How does a retailer charge for electricity?
- **Technology & Operations** – Explore trends in retail tech, from employee-facing apps that ease scheduling and payment issues to tools c-stores can access to make the shopping experience easier for customers.
- **Loyalty & Delivery** – Learn about today’s rewards schemes and marketing powerhouses meant to both give retailers more intelligence about their customers and encourage those customers to spend more.

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 2022, 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 November 30, 2021.

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 December 30, 2021.
- 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 2022 conference.

Session Submission Process Summary

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

1. From now through November 30, 2021 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 23-25, 2022 (plus travel time to and 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 November 30, 2021. **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 December 3, 2021.

Terms and Conditions Agreement

1. By December 3, 2021, 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, round-trip 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, 2022, 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 2022

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, 2022:** 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 1-4, 2022:** Presentations reviewed by programming staff for quality; revisions may be requested pending review
- **February 7, 2022:** Speakers notified of any requested revisions
- **February 7-11, 2022:** Speakers may make minor revisions and any requested changes to presentations.
- **February 11, 2022:** 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 11, 2022.

- **At CRU (February 23-25):** 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 2022 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 2022 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 2022 and its affiliated organizations for any loss or liability imposed on them resulting therefrom.

Appendix B: Timeline

09/30/2021	Call for Session Proposals opens online
11/30/2021	Call for Session Proposals closes
11/30/2021 - 12/03/2021	Session Proposal review process
By 12/03/2021	Submitters will be notified of status of submission. Speakers in accepted sessions will be required to confirm their participation.
12/03/2021 - 12/10/2021	Speakers of accepted sessions are asked to confirm their participation by accepting the Speaker Terms & Conditions Agreement
02/01/2022	PowerPoint presentations due and must be uploaded electronically for review by CRU Programming team
02/11/2022	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Programming team
02/23/2022 – 02/25/2022	2022 Convenience Retailing University – Rosen Centre Orlando, FL