



Education Session Proposal Submission Guidelines

2023 National Restaurant Association Show

**May 20 – 23, 2023
Chicago, IL**

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Overview of Show Education

The National Restaurant Association Show welcomes the submission of quality and original session proposals for presentation at the 2023 National Restaurant Association Show.

Education Programming Goals

For over a century, the National Restaurant Association Show has served the needs of the foodservice industry by providing learning opportunities that address the most pertinent issues in our community. The Show continues to expand upon its long-standing history of offering the best and most comprehensive educational program by:

1. Providing cutting edge, top quality, and highly engaging programming, presented by leading foodservice industry experts and professionals.
2. Offering timely content on key topics relevant to foodservice professionals, consumers and the industry.
3. Presenting the latest trends, business strategies, and opportunities with applicable takeaways attendees can use in their own work.
4. Maximizing the value of the Show's educational programming through interactive and experiential learning formats.

Benefits of Speaking at the Show

For over 100 years the National Restaurant Association Show has served as the premier gathering place for the foodservice and hospitality community, where the entire industry comes together to learn, share, connect, grow, and do business.

Each year we welcome tens of thousands of foodservice professionals from across the industry. Our first-in-class education program is a critical piece of the event, and attendees travel from across the country and the world to participate in this powerful learning experience. Each education session draws more than 100 attendees per session, on average.

As a subject matter expert, you are joining us in our mission to deliver impactful in-person education that will help build the future of the industry. Your experience and perspective may help your peers answer their biggest questions, build their business, and strengthen our community.

Other speaker benefits include:

- Complimentary registration to the 2023 Restaurant Show (does not include evening events or additional paid programming).
- Increased visibility throughout the National Restaurant Association Show's broad international community. Speakers, their companies, and their sessions are promoted across various marketing platforms.
- Opportunity to contribute to the advancement of the industry and your profession.
- Opportunity to network with peers and industry professionals at the event.
- Platform to demonstrate your value, expertise, knowledge and acumen by presenting relevant and timely subjects in an effective manner, often leading to business and career development.

Speaker Expense Reimbursement

The Show does not pay speaker fees or reimburse for travel expenses. Most speakers and their companies recognize the importance of being part the National Restaurant Association Show's educational program and embrace the spirit of giving back to the industry by funding their own travel and lodgings.

The Show provides speakers the opportunity to demonstrate their expertise, knowledge and experience, as well as to network with industry professionals for business development purposes. In appreciation for all the hard work and effort, we offer speakers one (1) complimentary registration to the 2023 Show. Complimentary registration is not transferable or able to be used as a credit. (Registration for evening events and paid workshops are not included.)

Session Proposal Submission Guidelines

This section provides information to anyone planning to submit a proposal for consideration for Show 2023. Successful proposals must incorporate quality factors listed below.

Submission Process

Submitters need to submit a full proposal application for review. This includes complete session descriptions and learning objectives, and all proposed speaker information (in addition to submitter/contact, if applicable). This submission process will allow the Show 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 application (speaker name, title, company, contact information, headshot and biography). As the submitter, please make sure to confirm with the speaker(s) their availability to present during the 2023 Show dates prior to submitting the proposal.

SUBMISSION DEADLINE:
September 23, 2022

**STATUS NOTIFICATIONS
SENT TO SUBMITTERS:**
October 14, 2022

Who Can Submit a Proposal?

- Foodservice and hospitality operators that are subject matter experts and have direct experience in the proposed topic area
- Subject matter experts from foodservice and hospitality service or membership organizations, educational institutions, or media and insights firms.
- **Note for Suppliers:** If you are an industry supplier submitting a proposal, you will not be considered to present unless you exhibit at the 2023 Show and sponsor the session. Please contact nraexhibitinfo@winsightmedia.com for more information about exhibiting and sponsorship opportunities.

Proposal Review Process

- Applications must be completed in full and submitted through the Call for Proposals application site by 9/23/22 in order to be considered.
- Session proposals will be reviewed by the Show Programming Team and industry experts to determine the most qualified submissions for acceptance.
- Show Programming Team will notify submitters about the status of their proposal by October 14, 2022.
- For accepted proposals, the Show 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 2023 Show.

See Proposal Process Timeline on page 10 for more details.

Selection Criteria

The Show will select session proposals based on quality factors including, but not limited to:

- Relevance to today's foodservice industry
- Pertinence to target audience(s)
- Practical application of educational content
- Uniqueness of content and delivery method
- Impact of content in an in-person learning environment
- Content is devoid of overt and covert commercialism
- Incorporation of audience engagement & experiential elements
- Speaker presentation skills and experience
- Speaker is knowledgeable, engaging and experienced with the topic submitted
- Speaker's role in the industry
- Overall quality of the written proposal

Any session proposal that does not meet the quality factors will not be selected.

Target Audience

Proposals and presentations must be tailored to the National Restaurant Association Show's target audiences and to one of the Show's topic areas (see topics below). Target audiences include:

- Foodservice and hospitality operators from all industry segments: casual dining and quick service, fine dining, bars and breweries, non-commercial foodservice, retail foodservice, and lodging.
- Approximately 60% of commercial foodservice operators who attend the Show are Independents, and 40% are multi-unit.
- The majority of the Show operator attendees are in the following roles: manager, director, owner/operator, or executive-level management.

Content Priorities: Tracks and Topics

The tracks and topic areas below are education focus areas for Show 2023. Proposals must align with one of these tracks and topic areas.

- **Culinary Insights:** Through culinary-focused education, explore the latest in food and beverage trends, menu insights and optimizations to boost sales, and more.
 - **Topic areas within this Track:**
 - Food and beverage trends
 - Menu efficiencies and optimization
 - Managing supply chain challenges
 - Menu innovations – secret menus, LTO's and beyond
 - Menu pricing
 - Plant-based products
- **Off-Premise:** *Get a closer look at what you need to stay competitive in the vast off-premise landscape. Explore consumer behaviors, menu efficiencies, and marketing and operations strategies for different concept styles.*
 - **Topic areas within this Track:**
 - Off-premise marketing

- Off-premise menus
 - Navigating 3rd party delivery services
 - Packaging trends and innovations
 - Selecting the right online ordering platforms for your business
 - The evolving off-premise landscape
- **Operations Solutions:** Find strategies to improve operational efficiencies, maximize ROI, and navigate today's new business realities.
 - **Topic areas within this Track:**
 - Labor efficiencies
 - Restaurant and kitchen design
 - Robotics and automation
 - Supply chain challenges and impact mitigation
 - Sustainability
 - Traceability solutions
 - Crypto, NFTs, and the metaverse and what they mean for foodservice
- **Marketing Matters:** Learn new consumer trends, insights and engagement strategies to successfully market your brand and connect with today's evolving consumer.
 - **Topic areas within this Track:**
 - Consumer myths and realities
 - Digital marketing
 - Loyalty programs
 - Mindful marketing during times of social and cultural strife
 - New revenue opportunities
 - Public relations
 - Social media
- **Technology Strategies:** Discover how the power of technology can improve your business. From prioritization to implementation and beyond, learn how to successfully navigate the technology landscape.
 - **Topic areas within this Track:**
 - Prioritizing technology needs
 - The restaurant of the future
 - Robotics and automation
 - Selecting a technology vendor
 - Vendor consolidation
- **Trends in Adult Beverage:** From new revenue opportunities to what's trending in beer, wine, spirits, and zero-proof drinks gain business insights to maximize your beverage program.
 - **Topic areas within this Track:**
 - Beverage trends
 - Beverage LTO's
 - Experiential menus
 - Low- and zero-proof drinks
 - The latest in to-go alcohol
 - The new drinking occasions

- **Wellness:** There has never been a more critical time to prioritize health and wellness for yourself, your colleagues, and your employees. Explore useful tools to help maintain your well-being and put your best foot forward.
 - **Topic areas within this Track:**
 - Creating an inclusive work environment
 - Employee perks and benefits
 - Mental health & wellness
 - Physical wellness programs
 - Substance abuse and addiction recovery
- **Workforce Recruitment & Development:** From hiring & retention to diversity & inclusion, create a stronger workforce to strengthen your business.
 - **Topic areas within this Track:**
 - Creating pathways to leadership for marginalized groups
 - Nontraditional hiring channels and platforms
 - Optimizing training
 - The role of cultural competency in recruitment & retention
 - Recruiting incentives
 - Rethinking compensation models

Session Types

- **Session:** Led by 1-4 speakers. 80% of the session must include presentation content with key tips, solutions, and takeaways. We strongly encourage audience engagement activities and/or other experiential elements.
- **Panel Discussion:** A conversation facilitated by a designated moderator, with up to three additional panelists. Can also include visual presentation content. Must include applicable takeaways.
- **Beverage Demo:** A live beverage demonstration led by a beverage expert. Note: Most tools and product will be supplied by the Show Programming Team, depending on cost and availability.
- **Culinary Demo:** A live culinary demonstration led by an expert chef. Note: Most tools and product will be supplied by the Show Programming Team, depending on cost and availability.

Session Length

Sessions on the expo floor are either 30 or 45 minutes. The Show 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 Show Programming Team will work with all speakers to ensure sessions are engaging and incorporate interaction with the audience.

Proposal and Speaker 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. The contact may also be a speaker.

- **Speaker** – the individual(s) who will present the session at the show. Speakers are identified in the proposal submission. Please note that we allow a maximum of 4 speakers per session, or 3 speakers and 1 moderator for panel discussions
- **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 / Proposal Contact, please make sure to confirm with the speaker(s) their availability to present during the 2023 Show dates prior to submitting the proposal. If the proposal is accepted the Show Programming Team will reach out to each speaker to begin session planning and logistics.

Speaker Agreement

If the session is accepted, all speakers identified in the session proposal will be asked to agree to the terms outlined in the Speaker Agreement, including acknowledgement of important deadlines, agreeing to follow standard presentation protocols, acknowledgment of the Show reserving the right to audio or videotape the presentation and distribute the presentation materials in PDF format.

See Appendix A for a copy of the Speaker Agreement

Speaker Dashboard

If the session is accepted, session contacts and speakers identified in the session proposal will be given access to the Show's online speaker management portal, the Speaker Dashboard. In the Speaker Dashboard, speakers will be able to update their profiles, review and sign the Speaker Agreement (required to participate), review session details, register for the Show, access speaker guides and presentation templates, upload presentation materials, and more.

Speakers are required to utilize the dashboard but may assign a contact person to manage their account on their behalf, if preferred.

Proposal Process Timeline and Key Speaker Deadlines

8/12/22	Call for Session Proposals opens online
9/23/22	Call for Session Proposals closes
9/24/22 - 10/13/22	Session proposal review process
By 10/14/22	Submitters will be notified of status of submission
By 10/21/22	Speakers of accepted sessions are notified by Show Programming Team that the proposal was accepted. Speakers of accepted sessions will be required to confirm their participation by signing a Speaker Agreement. Speakers of accepted sessions are given access to the online Speaker Dashboard.
By 11/4/22	Speakers are required to confirm their participation in the session by accepting the Speaker Agreement in the Speaker Dashboard.
December 2022 – April, 2023	Ongoing check-ins with session contacts & speakers by Show Programming Team.
1/12/23	Speaker registration opens
4/28/23	PowerPoint presentations due and must be uploaded electronically for review by Show Programming Team
4/28/23 – 5/5/23	Presentations reviewed by Show Programming Team for quality; revisions may be requested pending review Speakers notified of any requested revisions by 5/5
5/8/23 – 5/12/23	Speakers may make minor revisions and any requested changes to presentations.
5/12/23	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming Team
5/20/23 – 5/23/23	2023 National Restaurant Association Show – Chicago, IL

Proposal Submission Process Summary

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

Proposal Submission

1. From August 12, 2022 through September 23, 2022 submitters will be able to complete the online session submission form available at <https://www.nationalrestaurantshow.com/event-info/call-for-proposals>
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 Show 2023 from May 20-23, 2023 in case the submission is accepted.
5. Confirmed speaker names, contact information, speakers' qualifications, biographies and headshots 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 CST September 23, 2022. **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 October 14, 2022.

Refer to Appendix B for a checklist of information that will be collected during the submission process.

Speaker Acceptance and Agreement

By October 21, 2022, speakers will be notified of their accepted session(s). Speakers will be asked to:

- Access the Show's online speaker management platform, the Speaker Dashboard.
- Confirm acceptance to present by signing the Speaker Agreement, available to sign digitally in their Speaker Dashboard. Speaker Agreements are due November 4, 2022.

Frequently Asked Questions

1. When is the deadline to submit session proposals?

Session proposals are due by 5:00 pm CST September 23, 2022. Late submissions will not be considered.

2. When will I hear if my session proposal was accepted for presentation?

Submitters will be notified by October 14, 2022

3. How do I submit a session proposal?

Review the "[Session Submission Process Summary](#)" section of these guidelines for more information and the respective appendices.

You can also visit <https://www.nationalrestaurantshow.com/event-info/call-for-proposals> to access the Call for Proposals submission form and submission guidelines.

4. Can I make changes after the session proposal submission deadline?

After you submit your application, submitters will not be allowed to make any changes. If the proposal is accepted, you will then be allowed to make very minor changes and/or changes suggested by the Show Programming Team.

5. Does submitting a session proposal guarantee acceptance?

It does not. Session proposals are reviewed based on the quality factors outlined in these guidelines. Any submissions that do not meet the quality factors will not be selected.

In some cases, session proposals that satisfactorily meet these requirements will also not be selected due to limited program space and the higher quality of competing session proposal submissions. *For detailed information review the [session quality criteria](#) in these guidelines.*

6. If submitting a session proposal does not guarantee acceptance, how do I handle asking other potential speakers I want to have present (if I'm not the speaker)?

When organizing a submission proposal, it is important to contact potential speakers, discuss your ideas, assess interest and note the possibility that it may be selected as a session. It is common practice of professional, business trade, and association events to not guarantee acceptance prior to the proposal's review. It is also industry standard to collect pertinent information (e.g., proposed speaker names, topics, descriptions) to make an informed decision during the review process. Individuals who are used to speaking typically understand that many factors may influence whether a session is ultimately accepted or not.

7. What if I am having technical difficulties submitting my session proposal?

Contact the Show Programming Team by email at programming@winsightmedia.com. While waiting for a response make sure to use our 'Pick Up Where You Left Off' feature to send yourself a link to the proposal to be edited and submitted at a later date.

8. It's after October 14th and I haven't heard anything about my proposal. What do I do?

Status notifications are sent through our Show planner tool and notification emails will be sent from service@mapyourshow.com. Please check your junk and spam mail for a message from service@mapyourshow.com. If you still don't see anything, please reach out to programming@winsightmedia.com.

Appendix

Appendix A: Sample Speaker Agreement

Speaker Agreement - SAMPLE National Restaurant Association Show 2023

In order to participate in the Show's education program, speakers are required to sign and submit the following Speaker Agreement in advance of the Show dates.

Use of Education Stage & Exhibitor Participation:

National Restaurant Association Show strives to maintain the highest level of credibility for the education program.

- A. **NO SELLING** of any kind can occur. However, speakers may offer digital 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:

- **April 28, 2023:** Speakers upload draft presentations (PowerPoint) and any digital materials to share with attendees in the Speaker Dashboard.
***NOTE:** If you would like to provide digital copies of any presentation materials for your attendees you are required to upload them to the Speaker Dashboard. Show organizers will not manage materials. Your final presentation and any digital materials will be available to attendees (in PDF format) to view online.*
- **April 28 – May 5, 2023:** Presentations reviewed by programming staff for quality; revisions may be requested pending review.
- **May 8, 2023:** Speakers notified of any requested revisions.
- **May 8-12, 2023:** Speakers may make minor revisions and any requested changes to presentations.
- **May 12, 2023:** Speakers re-upload final presentations to the Speaker Dashboard.
If no changes are made to the presentation uploaded on April 29, there will be no need to re-upload files. No changes may be made to presentations after May 13, 2022.
- **At the Show (May 20-23):** Speaker presentations will be ready for display at the scheduled day and time of the session in assigned presentation area. Speakers do not need to bring their computer to present.

Speaker Promotion:

As a confirmed speaker at National Restaurant Association Show 2023, we ask for your assistance promoting your session. Promotional requests may include but are not limited to:

- Social media posts and/or emails to your own marketing channels
- Interacting with Show social accounts
- Recording a 30-60 second video (can be as simple as using your phone to record) highlighting key takeaways the audience will get from your session.
- Providing quotes, data points, or images that relate to your session topic.

The Show programming staff will follow up with you with more details about these requests.

National Restaurant Association Show 2023 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 National Restaurant Association Show 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 National Restaurant Association Show and its affiliated organizations for any loss or liability imposed on them resulting therefrom.

Appendix B: Session Proposal Checklist

Below is the information that will be requested from submitters in the session proposal submission. Submitters will be notified if their session is accepted by October 14, 2022.

The deadline to submit a session proposal is September 23, 2022.

**Indicates required items to be completed.*

Step 1: Proposal Contact

*Add the main point of contact for the proposal. The Proposal Contact can also be a speaker. The contact will be the one receiving the submission status.

Step 2: Proposal

- *Area of Focus
 - Select which track and area of focus you are submitting a proposal for consideration. Tracks and topic areas are listed above in the Submission Guidelines, on the Show website, and within the application. Please see the *Tracks and Topic Areas* section of the Submission Guidelines, starting on page 6, for more information.
- Proposal Details
 - *Proposal type (session, panel, beverage demo, culinary demo)
 - Session: Led by 1-4 speakers. 80% of the session must include presentation content with key tips, solutions, and takeaways. We strongly encourage audience engagement activities or other experiential elements.
 - Panel Discussion: A conversation facilitated by a designated moderator, with up to three additional panelists. Can also include visual presentation content. Must include applicable takeaways.
 - Beverage Demo: A live beverage demonstration led by a beverage expert. Note: Most tools and product will be supplied by the Show Programming Team, depending on cost and availability.
 - Culinary Demo: A live culinary demonstration led by an expert chef. Note: Most tools and product will be supplied by the Show Programming Team, depending on cost and availability.
 - *Preferred session length (30 or 45 minutes) – The session length is not guaranteed and will be determined by Show Programming Team.
 - *Session title (20 words max) - Please be creative in your title submissions. Consider your target audience and what will most likely attract them to attend. Titles should be brief and represent the overall focus.
 - * Session description (100 words max) - Description must be succinct (3-5 sentences) and detail the focus of the session and what attendees will gain. Please do not include speaker or company names in session description.
 - *Learning objectives (30 words max each) - Please identify three actionable learner outcomes that follow the sentence: “After participating in this session, attendees will be able to...”
- Impact and Engagement
 - *Why is this topic important to address? How is it relevant to today’s foodservice industry?
 - *Has this session or content been presented elsewhere in the past two years. If it has been presented elsewhere, state how you will make it unique for the 2023 Restaurant

- Show audience.
- *We're looking for fresh content that is highly engaging. How will the audience be engaged during this session? Will you incorporate any interactive or experiential learning elements? If so, please detail.
- *How will the session be structured? Please provide a rough outline with the session agenda and details on your content delivery process.
- *Sessions need to provide practical takeaways that operators can implement in their own businesses. What takeaways will you provide attendees?
- Indicate if the session will need additional A/V and what A/V you are requesting.
- Reference Materials
 - Upload videos of prior presentations, past speaker survey results or additional information you'd like to have considered along with your proposal.
- *Marketing Agreement
 - If your proposal is selected for presentation, we will ask session speakers for their assistance promoting their session. Promotional requests may include but are not limited to: social media posts and/or emails to your own marketing channels; interacting with Show social accounts; recording a 30-60 second video (can be as simple as using your phone to record) highlighting key takeaways the audience will get from your session; providing quotes, data points, or images that relate to your session topic
 - The Show programming staff will follow up with you with more details about these requests and to provide guidance. By checking this box, you acknowledge and accept this request to support promotional efforts for the 2023 National Restaurant Association Show.

Step 3: Proposal Speakers/Moderators

*Add all confirmed speakers in this step, including speaker name, job title, company, contact information, biography and headshot. If you are submitting a Panel session, be sure to add a confirmed moderator.

If you do not submit speaker information in the proposal, your proposal will be considered incomplete and will not be reviewed. Speakers marked as "TBD" will not be accepted.

Step 4: Submit Proposal

*Submit your proposal by September 23, 2023. Once you have submitted your proposal in Step 3 you can NOT go back and edit it.

- End of Session Proposal Submission Guidelines -