



Education Session Proposal Submission Guidelines

2024 National Restaurant Association Show

**May 18 – 21, 2024
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 2024 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

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.

Speaker benefits include:

- Complimentary registration to the 2024 Restaurant Show, with access to all education sessions, featured sessions, and the Show Expo (excludes evening events and ancillary events).
- Inclusion in marketing promotions (highlighting you, your company, and your session) to attendees through the Show's 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 and acumen, often leading to business and career development.

Speaker Expense Reimbursement

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

The Show provides speakers the opportunity to demonstrate their expertise, knowledge and thought leadership, as well as to network with industry professionals for business development purposes.

Target Audience of Show Education Program

- Foodservice and hospitality operators from across the industry spectrum, including but not limited to commercial independents and commercial chains, 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.

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 (4 speakers total). 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 Locations & Length

- The majority of our operator-led education sessions are 45 minutes and will be hosted in closed meeting rooms just off the Show floor to allow for focused learning experiences. These sessions may be presentations led by 1-3 speakers, panel discussions with up to 4 speakers, or other session formats approved by the Show's Programming Team.
- Adult beverage demos and sessions will be 30-45 minutes and hosted in The Beverage Room Stage, located directly on the Show floor.

Audio / Visual for Accepted Education Sessions

The Show provides the following Audio / Visual equipment for most education sessions. We are not able to add on additional A/V.

- Presentation monitor / screen
- 1 microphone for each speaker – typically a lavalier mic but may be handheld
- Confidence monitor
- Wireless remote to advance presentation slides
- Speakers DO NOT need to bring their own laptops to present content. Presentations will be pre-loaded into the Show's presentation management system.

Content Priorities: Tracks and Topics

The following tracks and topics are education focus areas for Show 2024. We prioritize proposals that are tailored to one of the areas of focus, however we will consider other topics that are highly relevant and meet our selection criteria.

Culinary Insights

Through culinary-focused education, explore the latest in food and beverage trends, menu insights and optimizations to boost sales, and more.

- Culinary and menu innovations: secret menus, LTO's and beyond
- Emerging flavor trends
- Managing supply chain and inflation challenges
- Menu pricing
- Menu optimization and efficiencies

(Tracks and Topics continued on next page)

Operations Solutions

Find strategies to improve operational efficiencies, maximize ROI, and navigate today's new business realities.

- Emergency preparedness
- Financing options for business growth
- Food safety training
- New off-premise business realities
- Navigating service fees and tipping

Marketing Matters

Learn new consumer trends, insights and engagement strategies to successfully market your brand and connect with today's evolving consumer.

- Consumer myths and realities
- Digital marketing
- Lessons from successful LTO's
- Marketing for different dayparts
- Social media trends, best practices, and influencer campaigns

Technology Strategies

Discover how the power of technology can improve your business.

- AI: opportunities, challenges, and where to start
- Assessing & prioritizing technology needs
- Location-based marketing tools
- Loyalty program tech
- Managing & leveraging customer data

Trends in Adult Beverage

From new revenue opportunities to what's trending in beer, wine and spirits, find business insights to maximize your beverage program.

- Beverage trends
- Beverage LTO's
- Daytime drinking occasions
- Low and zero-proof drinks
- The evolving bar customer
- The latest in to-go alcohol

Workforce Management

Gain tools to create a stronger workforce. Learn how to navigate the new labor landscape, bolster hiring, retention and training efforts, and prioritize DEI and wellness.

- Creating an inclusive work environment
- Nontraditional hiring channels and platforms
- Prioritizing authenticity in DEI work
- Rethinking compensation models
- The next generation of workforce
- Training & reskilling

Session Proposal Submission Guidelines

SUBMISSION DEADLINE:

September 22, 2023

STATUS NOTIFICATIONS SENT TO SUBMITTERS:

November 1, 2023

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: We do not accept proposals from suppliers or any employee or representative of a supplier through the Call for Proposals. In order to participate in the Show's education program, suppliers must exhibit at the 2024 Show and sponsor the session. Please contact nraexhibitinfo@winsightmedia.com for more information about exhibiting and sponsorship opportunities.

Selection Criteria

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

- Proposal is in alignment with the 2024 Show's focus areas.
- Content is relevant to today's foodservice industry and the Show's target audience.
- Content provides timely, practical and actionable takeaways.
- Content and/or content delivery method is unique.
- Content delivery method is appropriate and impactful in an in-person learning environment.
- Content is devoid of overt and covert commercialism.
- Proposal incorporates audience engagement and/or experiential elements.
- Speaker has public speaking experience or demonstrates ability to present professionally in an educational setting.
- Speaker is knowledgeable, engaging and has direct experience with the proposed topic.
- Proposal is well-written and meets overall submission guidelines.

Before You Submit Your Proposal

Before you submit your proposal, please make sure:

1. That you/your speakers have pre-established authorization from your/their employer (if applicable) to present.
2. That you/your speakers have travel expenses covered.
3. That you/your speakers agree—if accepted—not to cancel other than for medical or family-emergency reasons. Submitting and agreeing to speak is a professional commitment to be taken seriously.

Proposal / Speaker Roles

- **Proposal Contact** - the individual who submits the session proposal. If the 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.
- **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 2024 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.

Proposal Submission & Review Process

1. Submitters can submit their proposal using the Show's [online application](#). Applications must include a complete session description and learning objectives, supporting narrative, and speaker information.
 - Application is open August 14, 2023, through September 22, 2023. All session proposals are due no later than 5:00 pm CST September 22, 2023. **No late submissions will be accepted.**
 - ***Review the checklist of questions/fields that are required for submission in Appendix B.*** This will enable submitters to prepare their session proposals prior to submitting online if they prefer.
 - Talk to prospective speakers to gauge their interest before submitting a proposal. Submitters must confirm speakers and hold the dates of Show 2024 from May 18-21, 2024, in case the proposal is accepted.
 - Confirmed speaker names, 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.
2. Session proposals will be reviewed by the Show Programming Team and a panel of industry experts to determine the most qualified submissions for acceptance.
3. Submitters will be notified of the status of their submission by November 1, 2023.
4. For accepted proposals, the Show Programming Team will contact speakers identified in the proposal (if different than the proposal contact) to confirm that their session was accepted. Speakers will be notified by November 8, 2023, and will be asked to confirm acceptance to present by signing the Speaker Agreement, available to sign digitally in their Speaker Dashboard. Speaker Agreements are due November 15, 2023.

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

Key Speaker Information for Accepted Proposals

Speaker Notification of Accepted Proposal

By November 8, 2023, speakers of accepted sessions will be notified by the Show Programming Team that their proposal was accepted. Speakers of accepted sessions will be given access to the Show's speaker resource center, the Speaker Dashboard, and asked to sign a digital Speaker Agreement to confirm their participation.

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 acknowledging important deadlines and requirements, agreeing to follow Show policies, consenting to the Show's right to audio or videotape the speaker's presentation, and other related terms.

See Appendix A for a sample speaker agreement.

Speaker Dashboard

If the session is accepted, the proposal contact and speaker(s) identified in the proposal will be given access to the Show's online speaker resource center, the Speaker Dashboard. In the Speaker Dashboard, speakers will be able to update their public 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.

Speaker Marketing Support

For all accepted proposals, we ask speakers for their assistance promoting their session. Promotional requests may include but are not limited to: social media posts and/or emails to their own marketing channels; interacting with Show social accounts; recording a brief promotional video; providing quotes, data points, or images related to their session topic. In order to participate in the Show's education program, speakers must acknowledge and accept this request to support promotional efforts for the 2024 National Restaurant Association Show.

Proposal Submission Timeline and Key Speaker Deadlines

8/14/23	Call for Proposals opens online
9/22/23	Call for Proposals closes
9/23/23 - 10/30/23	Session proposal review process
By 11/1/23	Submitters will be notified of status of submission
By 11/8/23	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 11/15/23	Speakers are required to confirm their participation in the session by accepting the Speaker Agreement in the Speaker Dashboard.
1/15/24	Speaker registration opens. Speakers must register by 4/1/24.
March – April 2024	Ongoing check-ins with session contacts & speakers by Show Programming Team.
4/1/24	Speaker registration closes
4/26/24	PowerPoint presentations due and must be uploaded electronically for review by Show Programming Team
4/29 – 5/3/24	Presentations reviewed by Show Programming Team for quality; revisions may be requested pending review Speakers notified of any requested revisions by 5/3
5/6 – 5/10/24	Speakers may make minor revisions and any requested changes to presentations.
5/10/24	Final PowerPoint presentations due and must be uploaded electronically with changes made as requested by Show Programming Team
5/18 – 5/21/24	2024 National Restaurant Association Show – Chicago, IL

Frequently Asked Questions

1. Who can submit a proposal?

Foodservice and hospitality operators that have direct experience in the proposed topic area, or subject matter experts from foodservice and hospitality service or membership organizations, educational institutions, or media and insights firms.

We do not accept proposals from suppliers or any employee or representative of a supplier through the Call for Proposals. In order to participate in the Show's education program, suppliers must exhibit at the 2024 Show and sponsor the session. Please contact nraexhibitinfo@winsightmedia.com for more information about exhibiting and sponsorship opportunities.

2. When is the deadline to submit session proposals?

Session proposals are due by 5:00 pm CST September 22, 2023. Late submissions will not be considered.

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

Submitters will be notified by November 1, 2023.

4. How do I submit a session proposal?

Review the [Proposal Submission Process](#) section of this document for more information. You can also visit <https://www.nationalrestaurantshow.com/call-proposals> to access the Call for Proposals submission form.

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

You cannot make changes to your proposal after it is submitted. If the proposal is accepted, you will then be allowed to make very minor changes and/or changes as recommended by the Show Programming Team.

6. 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 not be selected due to limited program space and the high quality of competing session proposals.

7. 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.

8. 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.

9. It's after November 1st and I haven't heard anything about my proposal. What do I do?

Status notifications are sent through our online application platform 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.

10. What makes a good proposal?

- A complete proposal! This includes session title, description, learning objectives, supporting materials, and all speaker information. We will not consider incomplete submissions.

- Proposals should be specific, well-titled, and illustrative of the impact of the content to be presented. The more specific a proposal, the better.
- Your title is going to be fighting for attention with dozens of other titles, so be creative but make sure it is also direct and explanatory.
- Speakers are just as important as the content! It is critical you include all speaker details in your proposal (speaker name, title, company, contact information, headshot and biography), as the proposed speaker(s) heavily impact scoring. Make sure to confirm with the speaker(s) their availability to present during the 2024 Show prior to submitting the proposal.
- 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.).
- Proof your work!
- Meet the final deadline: Friday, September 22, 2023, at 11:59pm CST.

Appendix

Appendix A: Sample Speaker Agreement

Speaker Agreement – **SAMPLE** 2024 National Restaurant Association Show

This agreement is to confirm that the undersigned (“Speaker”) has agreed to participate in an education session at the 2024 National Restaurant Association Show, May 18-21, 2024 at McCormick Place Convention Center, Chicago, IL (“Event”), and agrees to the following Terms & Conditions.

Please note that the Terms & Conditions may be subject to change. The Show Programming Team will notify Speaker of any material changes to this agreement.

Non-Commercial Policy:

National Restaurant Association strives to maintain the highest level of credibility for the education program. Speakers must adhere to the Show’s strict non-commercial policy in order to participate in the program.

- **NO SELLING** of any kind can occur on the education stages. However, speakers may offer digital business collateral to interested parties after their session and contact them at a later date.
- 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.

Acknowledgment of Speaker Requirements and Deadlines:

Speaker agrees to meet key speaker requirements and deadlines, including but not limited to the following.

- Speaker agrees to respond to requests for information and other communications from the Show Programming Team, as necessary. If speaker repeatedly does not respond to requests in a reasonable amount of time, the Show Programming Team maintains the right to cancel or alter the speaker’s session.
- Speaker agrees to utilize the Show’s online speaker resource & information center, the Speaker Dashboard. Speakers are required to use the dashboard but may assign a contact person to manage their account on their behalf, if preferred.
- Speaker agrees to meet the following key speaker deadlines:
 - **Within 2 weeks of session acceptance / confirmation:**
 1. Speaker signs and submits Speaker Agreement.
 2. Speaker provides headshot and bio to Show Programming Team to use for promotional purposes.
 3. Speaker accesses Speaker Dashboard to review speaker resources.
 - **January 15, 2024:** Speaker registration opens. Speakers must register no later than April 1, 2024.
 - **March – April 2024:** Speakers participate in pre-Show calls with Show Programming Team to discuss their session development.
 - **April 1, 2024:** Speaker registration deadline
 - **April 26, 2024:** Speakers upload draft presentations and any supporting digital materials in the Speaker Dashboard. By May 3, speakers will be notified of any requested revisions to their presentations by the Show Programming Team.
 - **May 10, 2024:** Speakers re-upload final presentations to the Speaker Dashboard.
 - **At the Show (May 18-21):** Speaker is onsite at McCormick Place at their session’s designated date, time and location.

Agreement to Support Show Marketing:

Speaker agrees to make a good faith effort to promote their session to their professional networks in advance of the 2024 Show. 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 brief promotional video; providing quotes, data points, or images related to your session topic. The Show Programming Team will follow up with speakers with more details.

Marketing Consent:

By signing this agreement, Speaker grants the National Restaurant Association Show the right to use speaker's name, approved image(s), approved company logo, and approved quotes (collectively "Speaker's Likeness") solely for inclusion in the National Restaurant Association Show marketing campaign, including but not limited to digital (email, social media, web site) promotion, signage, invitations, and press releases.

Speaker's Likeness may not be used or associated directly with any other product, sponsor, service or other entity, whether connected to the National Restaurant Association Show or not and nothing herein shall be considered an endorsement by the Speaker, Speaker's Company or its affiliated parties.

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.

Signature:

If these terms are acceptable to you, please scan/email a signed copy to programming@winsightmedia.com at your earliest convenience.

I agree with the above terms and acknowledge this Speaker Agreement with my signature below.

Appendix B: Session Proposal Checklist

Below is the information that will be requested from submitters in the online application.

Please note that once you submit a proposal you cannot back and edit it. If you want to save an in-progress proposal, use the 'Pick Up Where You Left Off' feature to send yourself an email with a link that allows you to edit your application at a later date. However, the "Pick Up Where You Left Off" feature will only save your work through the previous step. If preferred, you can prepare your proposal in a separate document before starting the online application to avoid any inadvertent data loss.

**Indicates required fields.*

Step 1: Session Contact*

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

Step 2: Session Content & Details

- *Education Track and 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 5, for more information.
- *Proposal Details
 - *Proposal type (please select one)
 - 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.
 - *Session title (20 words max)
 - Please be creative in your title submissions. Capture your reader's attention with a title that's brief but wows. Consider your target audience and what will most likely attract them to attend. Titles should represent the overall focus of the session.
 - *Session description (100 words max)
 - If your proposal is accepted, we will use this description to promote your session publicly. Description must be succinct (3-5 sentences) and detail the focus of the session and what attendees will gain. What will attendees learn and how will it help them? What makes this session unique? Avoid generalizations and overuse of buzzwords. The clearer your description, the more your session will be accessible to the target audience. Please do not include speaker or company names in session description.
 - *Learning objectives (30 words max each)

- Please identify three practical takeaways that complete this 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 yes, where has this session or content been presented previously? How will you make it unique for the 2024 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?
- Supporting Materials (*not required*)
 - If you'd like to share any materials that support your proposal, please share them here. Supporting materials can include videos of past speaking engagement, past presentations, speaker survey results, worksheets, or other related materials.
- *Video & Audio Recording Authorization (*check box*)
 - By checking this box, if my session is selected for presentation, I grant show organizers the right to record, duplicate, and distribute my presentation delivered at this event, in any and all media. I 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.

Step 3: Speaker(s)

- *Add all confirmed speakers in this step, including their name, job title, company, contact information, and biography. Headshots are requested but not required.
 - Speakers are just as important as the content! It is critical you include all speaker details in your proposal, as the proposed speaker(s) heavily impact scoring. Make sure to confirm with the speaker(s) their availability to present during the 2024 Show prior to submitting the proposal.
 - If you are submitting a proposal for 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.
- *Speaker Marketing Support (*check box*)
 - If your proposal is selected for presentation, we will ask 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 promotional video; providing quotes, data points, or images related to your session topic. The Show Programming Team will follow up with speakers with more details about these requests. By checking this box, this speaker acknowledges and accepts this request to support promotional efforts for the 2024 National Restaurant Association Show.

Step 4: Submit Proposal

*Submit your proposal by September 22, 2023. Once you have submitted your proposal you can NOT go back and edit it.

- End of Session Proposal Submission Guidelines -