2019 SBC Call for Presentations
Submission Guidelines and Resources

Key Dates
Deadline for submission: July 8, 2019
Acceptance notifications: Will be sent the week of August 12, 2019
Draft Presentations due in PowerPoint format: October 28, 2019
FINAL Presentations due in PPT format: November 13, 2019

Submission Guidelines
IMPORTANT! We suggest you first develop and save your submission proposal in Word then copy and paste the information into the appropriate sections in the online form. The online form does not have spell check so editing your submission in advance ensures greater accuracy.

NOTE: Presentations must offer professionally relevant topics and avoid marketing any particular product, person or business service as those abstracts will not be accepted. All sessions are intended to provide professional development and, therefore, attendees receive Professional Development Hour (PDH) credits. The National Council of Examiners for Engineering and Surveying (NCEES) defines a PDH presentation as a professionally relevant instruction or presentation. Sessions can be individual presentations, moderated panel discussions, moderated roundtable discussions, or case studies.

SUBMISSION INSTRUCTIONS & Important Tips for Completing the CFP
• All speakers must accept the Content Speaker Agreement terms and conditions at time of submission
• Title that captures the essence of your session in seven (7) words or less
• A 200-400 word description of the session content - description should “sell” your session to the reviewers – be concise about the value to the audience
• A 50-word summary of the session to be used in conference promotional materials – brief summary should SELL YOUR SESSION! Make it catchy so people want to attend
• Four (4) burning questions the session will answer – solutions your session provides
• A 100-150 word biography of the presenter or each panelist
• Presenter(s) qualifications on the subject matter
• If applicable, other conferences where this information has been presented, include references

PLEASE NOTE: Upon acceptance, we may modify the session title and description to fit into our writing style and format for promotional materials, website and onsite guide.

Please submit no more than two (2) presentation proposals.
FOUR FOCUS AREAS

Educational sessions will be organized into focus topic areas. Each topic’s sub-set clearly defines the type of presentation proposals desired. Be sure to indicate your targeted audience (start-up, mid-level, advanced) and be mindful of the topic areas requested. A session could be a stand-alone topic or grouped together with other topics for a broader session. Session length is one (1) hour to include time for Q&A.

Entering the Federal Marketplace - the to-do’s for small businesses venturing into government contracting. Topics may include subjects such as:

- Business Basics – organization, operations, finance
- Funding – seed, working capital
- Insurance / Bonding
- Business Processes – project management, etc.
- Contracts – Subcontracts, Teaming, JVs, understanding federal contract clauses
- Compliance & Reporting
- Understanding NAICS - #s, sizes, etc.
- Understanding the FAR
- Successful federal project delivery (initial contract, small projects)
- Building past performance

Marketing and Business Development - ideas and approaches to promote and position a business. Topics may include subjects such as:

- How to write a winning proposal
- Capability statements that shine
- Pricing Strategies
- Market/Service / Geographic expansion strategies
- Networking and teaming strategies
- Marketing / Sources Sought, RFI, RFQ & RFP / Capabilities / Cards
- Building your network
- Successful BD / Sales Strategies (beyond FBO)

Regulations, Rules, and the Government Framework - what businesses need to understand about government laws, guidelines, and programs. Topics may include subjects such as:

- Strategic Teaming & Joint Ventures (large and small)
- Mentor-Protégé
- Supplier Diversity (local govt/ commercial)
- Making money in federal contracting
- Changes to the FAR and other regulations
- New regulation changes affecting the HUBZone, women - owned and 8(a) certifications
- Construction clauses that can protect or effect your business
- Changes to the EPA and environmental regulations
- Understanding the Brooks Act and limitations for 8(a) direct awards
- REA Case Legislation
- Labor Law requirements under Part 22 of the Federal Acquisition Regulation
- Application of Labor Laws to Government Contracts
- Unilateral Modifications
- Section 809 Panel Recommendations & the Potential Impact on Small Businesses
Advanced Business and Procurement Strategies - means and methods for established businesses looking to excel. Topics may include subjects such as:

- How to compete after graduating from 8(a) / growing out of size standard
- GSA Schedules and other contracting mechanisms
- From Government/Military to Civilian Life
- Mergers & Acquisition
- Profitability / Valuation
- Understand your financial statement and position your business to sustain your business development efforts
- ESOP and other programs for employee participation
- Managing and mitigating Risk- prevent subcontractor’s defaults
- Succession Planning
- Prepare early to exit the 8(a) program

Abstract Evaluations and Notification Process

Abstracts are evaluated using a peer review process. Each abstract will be evaluated by a panel of Small Business Council members and Small Business professionals from the Society of American Military Engineers (SAME), VA, USACE, NAVFAC and USAF using the following criteria: quality of abstract, accuracy, overall quality of writing, references, and relevance of the subject to the focus areas. The review process takes four weeks to complete. Notifications of acceptance for the SAME 2019 Small Business Conference will be sent the week of August 12, 2019.

Registration and Travel Info

If attending only on the day of the speaking engagement, registration is complimentary. Full conference registration is offered to government speakers at a rate of $99; to industry speakers, local industry, or those staying in the official room block at a discounted rate of $350; or at a rate of $400 for those not staying in the official room block. Both Public and Private Industry are responsible for all related travel costs.

NOTE: Any government speaker who submits an abstract is responsible for his/her own approval to attend and is assumed to have received that confirmation prior to submitting. SAME cannot be the advocate to work your approval, however, we will inform the Service which speakers have been chosen.

Conference Information and Questions

The SBC Call for Presentations is being managed and executed by the Society of American Military Engineers (SAME). For conference details such as the schedule at a glance, location, registration fees, exhibiting and sponsorship opportunities, and travel and lodging, please refer to the conference website at www.samesbc.org.

If you have any questions or need assistance, please contact us at sessions@same.org.

Thank you for your willingness to share your time and expertise!