



Call for Session Proposals

The 4th Annual Generations Family Business Conference is currently accepting proposals for session presenters.

Background

The Capital Region Family Business Center Generations Conference is an interactive event with leading family business experts focusing on next generation family business leadership development. The conference is ideal for family and non-family management team members, family owners not working in the business, board members of family businesses, and the next generation. There will be specific content and programs for all participants. The conference is designed to facilitate conversation on important family business issues among generations and focus on every aspect of running and transitioning a successful family business.

Summary

Date: April 2-3, 2020

Location: Sheraton Grand Sacramento Hotel

Attendees: Conference attendees - 300 and 50-80 participants per session.

Format: Sessions will be 1 hour. The presentation format can be determined by the presenter. We encourage you to choose a presentation that engages and educates the participants. If you choose to have a panel, we do request a maximum of 3 panelists, including the presenter.

Presenter role: Presenter will be responsible for recruiting, confirming and coordinating any additional presenters. Presenter will prepare and confirm that each additional panelist is aware of their role, time to speak, etc. The conference coordinator will facilitate the collection of all required items, photos, speaker release forms, etc.

Fee: There will be no honorarium or reimbursement for the presentation. All presenters who are a part of a family business will be offered the early bird FBC member rate.



Format Suggestions

Our most popular sessions have incorporated an audience engagement aspect. Examples of this include:

- TED Talk format with Q&A
- Round table discussion
- Interview format
- Interactive game – Jeopardy, speed dating, puzzles

Presentation Topics

Your presentation should address one of the following topic areas:

- Governance
 - When and how to form a board of directors
 - How to create a high performing board
 - Family Council
- Leadership Development
 - Engaging the next generation
 - Use of non-family executives
- Diversification of assets
- Generational Transitions
- Company Culture
 - How to create and maintain a strong company culture
 - Importance of culture
- Marketing and Business Development
- Taxation trends in California
- Communication
 - Family conflict
 - Family vs. non-family communication
 - Generational communication
- Succession Planning
- Estate Planning
 - Moving equity to next generation
 - Shareholder liquidity
- Compensation and Non-family compensation
- **Other topics you believe are highly relevant to family businesses**



Proposal Submissions

Proposals are to be submitted via [Survey Monkey](#). Below are the requested items:

Please include:

1. Presenter name
2. Presenter company affiliation
3. Presenter email
4. Presenter phone
5. Additional participants' name and company affiliation that will/may be recruited
6. Presentation Title – Excite and inspire the audience (1-2 sentences)
7. Session Description – What will the audience learn? How will they be transformed? (1-3 sentence max)
8. List one inspiring takeaway for the audience
9. List 2-3 key learning objectives
10. Target audience (current management/owners, next gen, management/owners, non-family executives, owners outside of the business, etc.)

All proposals will be evaluated by our Program Committee based on responses to the list of requested items above. The purpose is to identify presenters with interest, passion and expertise on the selected topic. The committee will prioritize presentations that are:

- Interactive vs. lecture or a closed panel discussion. The Program Committee will offer assistance to facilitators to support impactful and interactive breakout sessions
- Inclusive of one or more family members or non-family executives from a family business
- Focused on real-life stories, and feature story telling as a way of conveying the key learning objectives

Proposal Schedule

RFP distribution – June 10, 2019

Deadline for receipt of proposals – July 26, 2019

All respondents will be notified of the preliminary decision – September 13, 2019

Respondents will be notified if an interview is desired. Interviews will take place via conference call.

Final agreements for participation to be signed – October 4, 2019

Please submit proposal via [SURVEY MONKEY LINK](#)

Questions: Heather Tanfani, CMP ht@eventswebpage.com (916) 608-8686