

2013 Communications Camp Speaker Request for Speaker Proposal

The Dietitians in Business and Communications (DBC) Dietetic Practice Group of the Academy of Nutrition and Dietetics is accepting speaker proposals for its inaugural "DBC Communications Camp." Scheduled for March 8-9, 2013, in Napa Valley, CA at the Embassy Suites Hotel, the DBC Communications Camp will bring together an estimated 150 professionals interested in food, nutrition and business communications. Presentations will reflect cutting edge information and practical applications, with a special emphasis on interactive sessions. The DBC Communications Camp Planning Team is accepting proposals for all speaking topics, as well as a pre-camp Media Training session on March 8, 2013.

Section I: General Guidelines

- All proposals are due on or before **Friday February 24, 2012 at 5:00 p.m. Pacific Standard Time** by electronic submission to the e-mail address shown in Section IV.
- See section II for specific topics & format that DBC is seeking for Communications Camp sessions
- Up to two (2) submissions per individual or group will be accepted.
- Incomplete proposals will not be reviewed.
- All conflicts of interest must be fully disclosed at time of proposal submission.
- Honorariums and other fees are negotiated on a per speaker basis.
- Third-party sponsor support of speakers (to cover honorarium and/or expenses) is encouraged.

Section II: Session Topics & Format

DBC is seeking speakers for the following sessions. A speaker may submit to speak on more than one topic.

- Media training
 - Four-hour session; can include up to two speakers
- Keynote
 - One-hour session; looking for one high-caliber nutrition communicator
- RDs in PR
 - Two-hour panel; looking for three RDs from mix of small, mid-size and large PR agencies to:
 - Describe various roles in PR and nutrition communications
 - Showcase success stories where RDs/nutrition communicators really made a difference/impact
 - Provide tips for staying "plugged in"
 - Discuss how those in PR work with RDs on campaigns and what they look for
- Breakout Sessions
 - Three total breakouts, 90-minutes each; looking for one speaker per breakout with final topics based on presentations received:
 - Presentation and public speaking skills
 - Writing skills
 - Book writing/publishing
 - Spokesperson and media skills
 - Business skills – negotiating, selling or financial management
 - Social media/digital communications
 - Self-marketing and networking
- Becoming an Expert Communicator: Making Communications Clear, Concise and Compelling
 - Two-hour panel; looking for two speakers to:
 - Describe core communications skill sets
 - Share examples of best-in-class communications vehicles
 - Showcase how to master message delivery

Section III: Evaluation Criteria

- Topic relevancy and cutting-edge or new information, as well as the proposal's overall relevance to the identified session topic areas, as well as importance and benefit to DBC members and others interested in food and nutrition communications.
- Applicant's experience in practice, research, or presenting in the topic area

Section IV: Requirements and Notification

All of the following are required:

- Completed DBC 2013 Communications Camp Speaker Proposal Online Form at <http://www.surveymonkey.com/s/RKDPRKF>
- Curriculum vitae, or bio and resume, for every proposed speaker
 - Please limit curriculum vitae to four (4) pages maximum and email to dbc@quidnunc.net. Your file name should be your last name with first initial – CV (jones,d – CV.doc)

The DBC Communications Camp Planning Team will notify proposed speakers of decisions on all submissions the week of March 26, 2012 via email.