



Voices from the Industry Submission Planning Worksheet

Use the following as a guide to successfully meet the requirements when submitting your proposal.

Presentation Title

Your title should capture attention and give session attendees a clear idea of what your presentation will be about. (10-word max)

Topic Area

Please choose one of the five categories your presentation falls under.

- **Grow Your Business** – Build relationships and offer product or service solutions that meet your customer’s needs. Analyze and prioritize your sales activities to increase market share, grow current accounts, and develop new customers.
- **Kitchen & Bath Specialty Training** – For specialized areas such as plumbing, lighting, cabinetry and appliances.
- **Design** – Find creative design solutions to common or new space challenges. Design and plan safe and effective kitchens and bathrooms based on current industry.
- **Management** – Achieve positive business results by managing your resources. Control risk by aligning finance, organizational structure, and marketing initiatives to your business goals.
- **Customer Service** – Deliver exceptional customer service; Build internal and external mechanisms to continuously improve your customer’s experience.

Session Approach

Choose the method that best describes how your content will be presented. Select only one approach.

- **Case Study:** Research performed on a specific situation ultimately deriving a correlation between two independent factors.
- **Informational:** Knowledge presented by an individual of expertise in the industry.
- **Innovation/Trend:** Break through approaches within the kitchen and bath industry.
- **Research:** Any other form of study that leads to new findings in the field.
- **Interactive Lab:** Engage attendees with a hands-on learning experience.

Target Audience

Select the target audiences for your presentation. Be sure to choose all that apply.

Builder/Remodeler	Retailer
Designer	Business Owner
Manufacturer/Supplier	Decorative Plumbing & Hardware
Cabinet Shop	Installer
Distributor	Sales/Marketing Consultant
Manufacturer Representative	Non-Business Own
Educator	Architect
Dealer	Showroom
Fabricator	

Presentation Description

Give a strong and concise description of your presentation. Include what will be covered in the session, why it is an important topic, and how the attendee will benefit from attending. (200-word max)

Presentation Goals

List up to three ways session attendees will be able to apply your information back in the real world. (100-word max)

Delivery Methods

Explain how your session will be conducted and how you will present your content. Provide enough details so your session can easily be visualized. List specific interactive elements or activities you plan to include. Also, list any specific technology requirements for successful presentation delivery. (300-word max)

- * All applications are due May 17, 2018.
- * Selected applicants will be notified by June 18, 2018 and will be scheduled to speak at the 2019 Kitchen & Bath Industry Show between February 19-21 in Las Vegas.

Submission Example 1

Presentation Title: Go Green or Go Home: The Latest Earth Friendly Products

Topic Area: Grow Your Business

Session Approach: Innovation/trend

Target Audience: Sales/Marketing Consultant; Designer; Retailer

Description:

Is your business struggling to find innovative ways to sell green products to your clients? The “going green” campaign has become very strong in recent years, but client confusion still remains. Most clients today request product upgrades that promote sustainable design, but immediately change their minds when shown the price tag or learn their color choice may not be available. After attending this session, attendees will be able to effectively market the latest in kitchen and bath green technologies with new strategies and techniques. Join experienced marketing professionals and gain insights into effective marketing campaigns and sales techniques that will boost overall sales and increase client satisfaction.

Presentation Goals:

- Identify key points to emphasize when marketing sustainable products
- Practice overcoming customer objections when selling sustainable products

Delivery methods:

- Two videos will be shown that cover the pros of using green products within kitchen and bath design
- PowerPoint slides will be used to cover a portion of course content
- Activity 1: Session attendees will be split into small groups (5 – 10 people) and each will be given an example sustainable product to create a marketing campaign slogan
- Using the listed slogans, a three-step selling technique will be covered
- Activity 2: Session attendees will work in pairs to practice the three-step selling technique for original group’s product assignment
- Single page handouts will be distributed that covers the three-step selling technique
- A projector will be needed to display PowerPoint slides and videos; audio speakers would be preferable, but not necessary; a single flip chart in the front of the room is requested

Submission Example 2

Presentation Title: Increasing Customer Loyalty: A Study in Customer Re-engagement

Topic Area: Customer Service

Session Approach: Research

Target Audience: Business Owner

Description:

Do you have fair weather customers? Are you struggling with the tedious balancing act of finding new customers while maintaining the current ones? In this presentation, we will explore the findings of a recent study conducted on several small businesses across the country. Through field observations, interviews, and customer surveys we compiled a list of problems and shortcomings in the realm of customer service within the kitchen and bath industry. This session will provide attendees an insight into consumer needs, wants, and expectations when it comes to customer service. Listen, learn, and be surprised at how a few simple changes can increase your customer's loyalty with your specific brand. Using these findings as a basis, we will provide tips on where to focus your customer service efforts to get the most for your money.

Presentation Goals:

- Discuss the top three reasons why customers change vendors
- Recognize areas of customer service weaknesses within your own business

Delivery Methods:

- Research information will be presented using PowerPoint slides and interview video clips
- Audience poll questions will be used throughout the session to engage attendees and compare to consumer reported answers
- Attendees will complete an activity by being split into small groups and brainstorm ways to overcome common customer service challenges as discussed during the session
- A projector to display PowerPoint slides is required; audio speakers to play back consumer interview clips is required