



2024 SUBMISSION GUIDE

NON-PROMOTIONAL WORKSHOPS

[Submission Portal](#)

The RV Dealers Convention/Expo Committee develops an event that caters to the training and development needs of today's RV dealership professionals. Their goal is to select dynamic presenters who offer forward-thinking presentations on the most relevant and timely topics in the RV industry. The annual **Request for Proposals (RFP)** is a solicitation for non-promotional, non-proprietary workshops that will be offered Tuesday, Nov. 12 – Thursday, Nov. 14, 2024, at Paris Las Vegas.

Speaking at this event provides an excellent opportunity to share your expertise and connect with the top RV dealers in North America in an education-focused manner. The sessions feature various formats, including single presenters, co-presenters, panels (up to four individuals), and round table discussions. These formats allow for a comprehensive exploration of topics relevant to RV dealers, general managers, and other dealership professionals.

This submission guide will help you submit a competitive proposal in the [online portal](#). The committee's 'hot' topics are listed in this Guide.

Components of a Competitive Proposal

1. Titles and Descriptions for up to 4 Workshops

- Provide a catchy and descriptive title. The title and subtitle **must accurately** reflect the content attendees will receive during the workshop. The committee **may revise** both the title and description for space limitations or for clarity.
- Start the description with an **attention-getting statement**. Dealers expect sessions will provide an action plan of ideas and strategies. The description should be no more than 2-3 paragraphs. The committee does not want a complete lesson plan.
 - Indicate if the content targets a **particular dealership size, management structure, or revenue**.
 - **REMOVE** fluff statements and **self-promotional pitches**.
 - Be realistic. Do not overpromise and underdeliver. Most sessions are 45 and 60 minutes in length, including Q&A.

2. Learning Outcomes

- Include three learning outcomes written to complete "**Attendees will learn.**" The best learning outcomes will be clear, specific, and concise, and reflect the most important items the audience will achieve or learn. The committee reserves the right to revise or eliminate poorly written statements.

3. Speaker Bio and Photo

- Provide a short bio (one or two paragraph) in the online submission portal. Load the photo to Dropbox, here: <https://www.dropbox.com/request/o4hovSODLmYjAhsPYyVt>

4. Videos

- Provide a **PROMO** ('teaser') video for each workshop! While optional, this video is your opportunity to shine. Do not assume every member of the committee knows who you are. The

- video should provide a brief overview of the workshop, key concepts presented, and the results or benefits attendees may expect after attending the session.
- Committee members rely on the 30-60 second **promo** video for insight on the presenter's ability to:
 - Connect and engage with an audience
 - Clearly and professionally explain the subject matter in a non-promotional manner
 - Provide content that is relevant and of interest to the dealer audience
 - If selected, the video will be shared on www.rvda.org/convention, and posted on RVDA's LinkedIn page.
 - Workshop videos should be titled **lastname_firstinitial_titleofsession**. We need to be able to locate your video(s) in Dropbox.
 - **UPLOAD the video(s), and your photo to** Dropbox: <https://www.dropbox.com/request/o4hovSODLmYjAhsPYyVt>
 - In addition to the promo video, a **proof of performance video** is encouraged for first-time RVDA presenters. Provide a **link to the proof of performance video in your BIO or upload to the Dropbox link provided above.**

Committee Review/Submission Process

- The committee will not review incomplete submissions. All requested information and materials (title, bulleted learning outcomes, description, bio, photo, etc.) must be submitted by the deadline. A confirmation email is sent after the save or submit button is used when entering the proposal in the [online portal](#).
- Use the 'Resume Now' button to return to your submission for further editing, uploading of files, etc. All updates/edits must be entered in the portal by the **submission deadline**.

Presenter FAQs

- What happens between the submission deadline and when I'm notified if I'm invited to present?
The submissions will be reviewed and rated by the 20+-member 2024 Convention/Expo Committee. The committee is comprised of volunteer leaders of RVDA and RVDA of Canada who give generously of their time to evaluate the 100+ submissions. Ratings are based on the quality and substance of the topic being proposed, the credentials of the presenter, how the proposal compares to other proposals received on a similar topic, whether the topic has been sufficiently covered at other RV industry events, etc. Regretfully, space and schedule constraints prevent RVDA from inviting all the extremely qualified individuals.
- Are presenters compensated for presenting in the committee-selected program?
*The number of paid speakers varies year to year. Payment one year does not mean compensation will be offered in subsequent years. Most presenters do not receive payment beyond **one**, non-transferable event registration. A spouse registration (with a badge) is available for purchase.*
- Are travel/hotel accommodations reimbursed?
Presenters are responsible for their own expenses (hotel, meals, airfare, ground transportation, etc.).

In-Demand Topics*

*This list is just a starting point. The best sessions are those that help dealers with their 'pain' points, i.e., what keeps your RV dealership clients up at night?

- **Dealer/GM**
 - Talent management: how to retain top employees
 - An overview of successful management structures for multi-location dealerships
 - Effective communication and collaboration: department to department, location to location
 - Artificial Intelligence (AI): Practical applications/strategies for RV dealers

- **Legislation, and Compliance**
 - Marketing and advertising compliance issues: what do recent FTC enforcement actions mean for RV dealers? (i.e., junk fees and illegal discrimination)
 - Labor Law - overtime, injury, and illness rules, plus worker classification
 - Dealer data and digital issues (issues when consumer order vehicles online, safeguards rule, state privacy laws, OEM data sharing principles, ransomware)

- **Fixed Operations (Parts, Warranty and Service)**
 - What are the strategies and tactics top performing service departments employ to improve RECT?
 - Best practices to elevate service to industry-leading standards
 - Management strategies to expand service facilities/capacity
 - Parts & accessories – winning strategies for competing with Internet-based companies
 - Innovative training practices: what top performing companies do differently to retain talent

- **Digital Marketing/BDC/Social Media**
 - Working with social media influencers
 - Content marketing: what is it, why it is so useful, how to create the content – quickly and cost effectively!
 - Reputation management

- **Business Innovation (Sales & F&I)**
 - Closing the sale in the age of well-informed customers (appropriate for Sales & F&I personnel)
 - Set yourself apart: creating your dealership's competitive advantage
 - Building relationships with your customers
 - Seamless integration: Sales & F&I