UNIVERSITY OF innovative distribution
Educating the Supply Chain

Proposal Submission Guidelines for UID Instructors

SUBMISSION DEADLINE – WEDNESDAY, AUGUST 28, 2019

The University of Industrial Distribution (UID) is hosted **annually in March**. Established in 1994, UID is a powerful four-day educational experience, for AEA member distributors and manufacturers representing a variety of industries. The education curriculum focuses on the unique needs of the wholesale channel and the unique challenges facing those in distribution.

More than 600 industry professionals attend UID annually. Many of our Instructors find that the connections made with UID participants leads to invitations to lead corporate training and/or speak at professional association functions.

The unique curriculum offered at UID is designed to provide attendees with information, knowledge and skills they can tailor to their specific distribution space. View the most current UID program at www.univid.org.

Target Audience: Manufacturing and distribution industry professionals, specifically supervisors and managers responsible for
- Distribution/Operations
- Sales & New Business Acquisition
- Branch Management
- Purchasing
- Logistics & Supply Chain Management

Educational Tracks:
Offered at these Levels of Complexity: Foundational, Intermediate and Advanced
- **Distribution/Operations**: Covers diverse topics including supply chain, warehouse and asset management; remaining profitable in a competitive market; effective branch operations; inventory replenishment.
- **Leadership/Professional Development**: Covers diverse topics including tactics to strategic leadership; drawing out talent in others; better communication; creating a safety culture; working smarter.
- **Marketing**: Covers diverse topics including leveraging social media to drive traffic to your products and services; developing baselines and calculating inbound marketing ROI; defining key performance indicators; auditing content; staying ahead of industry trends.
- **Management (Incl HR):** Covers diverse topics including long-range planning; exploring best practices; building safe and collaborative work environments; process-redesign; goal setting; technology adoption; workforce recruitment; development and retention.
- **Sales:** Covers diverse topics including strategies to increase sales performance; maintaining strong client relationships; sales team leadership; negotiation skills; defining and delivering value-added services.

Program & Instructor Selection:

UID instructors **are selected** based on their expertise in a given area, national recognition in their field, and proven content delivery skill. Programs will be **reviewed and accepted** dependent on the direct application to manufacturing and distribution and/or managerial leadership. UID instructors **are retained** based on the quality of their content and ability to engage their audience. A **return rate of 80%** or better is expected on program evaluations; the program is considered successful with an overall rating of 4.65 or better on a 5.00 scale.

A. Proposals Requirements
1. Program Proposals should include the following elements:
    a. Proposed course title (3-7 words)
    b. Course description (under 250 words)
    c. Intended Learning Objectives
    d. Level of Complexity: Foundational, Intermediate or Advanced
    e. Educational Track
    f. Optimal classroom size: 75, 100, 120
2. Program Length & Deliver Expectations
    a. Program sessions are scheduled for 3.5 hours (am and pm session)
    b. **NO FULL DAY PROGRAMS WILL BE SCHEDULED**.
    c. Programs can be submitted as a **Part 1 and Part 2** proposal under these terms:
        i. Part 1 has its own learning objectives and has a natural end-point.
        ii. Part 2 has its own learning objectives and has a logical start-point.
        iii. A participant can attend Part 2 without feeling they've missed content or are behind participants who attended Part 1.
    d. Expectations:
        i. Material is covered in depth at the LOC identified
        ii. Sessions are interactive beyond Q&A; pre-tests are acceptable
        iii. PowerPoint presentations are easily viewed
        iv. Handouts/worksheets preferred

B. Required Instructor Information
1. Provide a short brief (100 words or less) that provides an explanation of:
    a. How you can contribute to the success of the UID program;
    b. Your presentation style and how you engage your audience;
    c. Professional experience and formal education (CV or Professional Bio)
2. List of presentations/workshops delivered to an audience of 50 or more within the past two years. Please include:
    a. Short description of those presentations
    b. Summary of participant evaluations
    c. Reference name, phone and email address

C. Format, Delivery, Due Date
1. Proposals will be completed using the Program Submission Form which is formatted in MS Word.
2. Proposals will be accepted via email only and should be sent to:
    > **Joanna Truitt,** UID Director
    > jtruitt@uid.org
    > Questions: 410-940-6348
3. Submission deadline: **Wednesday, AUGUST 28, 2019** (Late proposals will not be considered)
4. Contracts Extended: **Early October**