



Workshop in a Box Call for Proposals

WEF's Workshop in a Box initiative was developed to bring WEF members, member associations, and technical communities together to discuss and find solutions to issues currently challenging the water and wastewater industry. This initiative is intended to provide a framework that can be deployed more quickly than traditional Conferences while also incorporating more interaction than a webinar or traditional technical session by using an in-person workshop format.

To facilitate this effort, WEF is seeking proposals for 1- or 2-day interactive events for 50-150 attendees focused on timely issues and hot topics. Timelines for putting on an event may vary, but the target is anywhere from 3 to 9 months from the date of proposal acceptance. Proposals will be evaluated by the Specialty Conference Advisory Panel and WEF staff team (see page 4 for review criteria). Accepted proposals will be provided with financial and logistical support from WEF if need be, in collaboration with volunteer efforts, to ensure a successful convening that fosters work towards actionable solutions.

Typically, the workshops can fall into two broad categories. The first is **Industry Advancement** type workshops. These will focus on developing solutions, coming together to discuss a problem, or pushing the state of knowledge forward. At the end of the workshop, there should be some sort of deliverable or product, such as a report, a publication, etc. (More details can be found in the Toolkit).

The second type is a **Training-Based** workshop, which should educate attendees on a specific subject matter. These need to be highly interactive, hands-on, and immersive educational experiences.

These workshops are intended to comprise new content rather than repeating WEFTEC or specialty conference workshops. If this workshop was accepted to the WEFTEC program or to any specialty conference program, an explanation for why it is worthwhile to hold it again and what improvements have been made since it was last presented, will be required.

Eligibility Criteria and Requirements

WEF Membership is required in order to submit a proposal. We encourage submitters to include letters of support from a technical community, member association, municipality, and/or other WEF stakeholder body in your application. Application requirements can be found on the following page.

What Makes a Workshop a Workshop

Interaction is what makes a workshop a workshop. Your proposal should not be for a lecture or technical session-style set of presentations back-to-back. The interactive activities need to be well-integrated throughout the day and comprise at a minimum 50% of the workshop time. Facilitators are encouraged to brainstorm and incorporate interactive activities to deliver their subject matter expertise and content in a meaningful way to the participants. Examples of interactive activities are:

- Case study analysis & discussion
- Interactive demonstration
- Role play
- Tabletop exercises

WEF's Role

WEF is offering support in the following ways, including but not limited to:

- Funding up to \$10,000 per proposal at WEF's discretion with demonstrated need, to be spent on logistics such as event location rentals, AV equipment and staffing, food and beverage, printing, supplies, and more.
- Hosting online registration, determining registration pricing, and collecting registration fees.
- Promoting the event to WEF members and social media followers.
- Providing WEF branding to the event to increase recognition that the event is of high quality and relevance to water and wastewater industry professionals.
- Post-event support including surveying attendees and providing feedback to organizers.

Submitter/Organizer Role

The volunteer organizers are responsible for:

- Finding and securing the event location.
- Producing a workbook for event attendees that contains guidance for participation on the day of the workshop. Workbooks must include speaker bios and photos, an agenda, and a participant agreement/code of conduct. They can also include interactive worksheets, instructions for activities, contact information, resources for continuing learning, and more. These should NOT contain all PPT slides. (See the Toolkit for more details).
- Marketing the event to your networks.
- If applicable, creating a product afterwards (examples include a fact sheet or other publication, a report, a toolkit, etc. See the Toolkit for more details).

Application and Submission Information

Interested parties must complete and submit an application providing detailed information about the need for the workshop, its goals, plan of action, and estimated budget. The proposal should be accompanied by letters of support and resumes from affiliated speakers. Upon review, all applicants will receive feedback on the submittal and if reviewed favorably, more information about the proposed workshop and next steps will be provided. Please email your completed application along with additional support documents to speakers@wef.org. A competitive application will include the following items:

- **Title**
- **Proposed Date(s) and Location**
List when and where the workshop will be held. Indicate whether dates and location are flexible or not. We encourage you to seek low- or no-cost venues. This could mean planning in conjunction with another industry event, a WEFMAX, or Member Association event, to maximize space and

audience reach. Please also note if this event is repeatable in a second location.

- **Audience and Need**
Identify the target audience and need for the workshop.
- **Goals and Objectives**
List the broad goal(s) and specific objectives for the workshop. List the specific changes in policies, programs, personal competence, resources, etc. that will result from this workshop. Indicate what participants will take away from attending this workshop. [Follow this guidance document.](#)
- **Significance and Relevance to Current Water Industry Trends or Future Innovations**
Indicate how the workshop is important and innovative. Describe a problem you see in the water/wastewater industry and how this workshop will help to solve it.
- **Program Agenda**
Provide a draft workshop agenda and detail any interactive program elements.
- **Marketing Description**
- **WEF Strategic Plan Alignment**
Explain how the proposal is relevant to the [WEF strategic plan](#).
- **Participant/Partner Involvement**
Indicate how the targeted audience and other partners are involved in setting goals, objectives, plans of action, and program implementation. How are other groups providing support for this workshop?
- **Project Action Plan/Next Steps**
List the proposed action plan, outcome(s), deliverables, and/or next steps of the workshop.
- **Speaker/Facilitator Bios**
Provide a paragraph bio for all speakers/facilitators.
- **Budget and Budget Justification**
Provide an itemized, detailed budget with justification of the costs that explains why each expense for the workshop is needed. Expected costs could include but are not limited to:
 - Meeting room rental
 - Audio-Visual equipment rental (projector, screen, microphones, audio mixer, laptop, internet connectivity, etc.)
 - Audio-Visual technician/support
 - Food and beverage
 - Materials/Resources produced (e.g. copies, printing, etc.)
 - Workshop supplies (e.g. flipcharts, markers, pens, paper, etc.)
 - WEF may be able to provide travel assistance for speakers and facilitators, but no honorariums will be paid.
- **Sponsorship**
Identify companies and/or contacts who may be interested in sponsoring.
- **Letters of Support**
Please include letters of support from a technical community, member association, municipality, or other WEF stakeholder body.

Application Review

Applications will be reviewed on a rolling basis by the Specialty Conference Advisory Panel and WEF Staff and rated on the following criteria:

- *Creativity*: How creative is the proposal? Does the proposal describe engaging interactive elements? How does this proposal differ from/stand out from traditional WEF conference workshops or technical sessions?
- *Feasibility*: How feasible is the project in terms of time, budget, and available resources?
- *Significance*: Is the program relevant and timely? How well do the goals address water/wastewater industry trending topics, concerns, shortfalls, etc.? How well do the goals of this proposal tie into WEF's strategic plan goals?
- *Action Plan*: How well defined is the action plan? Is the action plan linked to the stated goals? Are the actions in the plan designed to change behavior? Are other stakeholders involved in the development of goals, objectives, and plans of action? Will there be a deliverable produced by this workshop?
- *Overall Proposal Quality*: Is the proposal well written? Do the answers to each question demonstrate thoughtfulness? Is the writing clear and concise?

Please note: Reviewers may offer feedback or request edits, including suggestions for speakers, topics, or partners, or to combine with other submittals, etc.

Timeline and Next Steps

Proposals are accepted on a rolling basis. You should expect to hear back about your proposal in 4- 6 weeks. At that time, we will provide a timeline including deadlines for submitting final speaker lists, items for printing by WEF, food and beverage orders, audio/visual equipment needs, and any other support you may have requested.

WEF Contacts

If you have any questions regarding your application, please contact Maggie Siddle at msiddle@wef.org.