

RVDA | RV DEALERS CONVENTION/EXPO



CALL FOR PROPOSALS - GUIDELINES

KEY TOPICS

- Fixed operations performance & profitability
- Customer experience and communication
- Recruiting, training, and retaining technicians or fixed operations staff
- AI and technology use in the dealership
- Dealership profitability & financial management
- Technical and service management skills
- Parts inventory management & profitability
- Process efficiency and operational improvement

WHAT YOU'LL NEED TO SUBMIT

Be prepared to provide basic details about your session like format, title, length, audience, and track. You'll also be asked to describe your session through learning objectives, a marketing abstract, and a full description, along with a brief explanation of why the topic is relevant to RV dealers today.

Depending on your session format, you may need to include additional details, such as workshop structure and hands-on activities, roundtable discussion prompts, or key panel topics.

Finally, you'll provide speaker information, including bio, experience, and optional supporting materials.

WHAT MAKES A STRONG PROPOSAL

The most successful proposals are practical, actionable, specific and avoid broad topics, and include real examples with case studies, data, lessons learned, and real dealership experiences.

- Focus on real challenges and solutions, not theory
- Clearly define what problem you're solving, who it's for, and what they'll gain
- Leave attendees with clear next steps, tools, or strategies to apply at their dealership immediately

WHAT TO AVOID

- Submitting sales or product-focused presentations
- Writing vague or overly broad session descriptions
- Listing topics instead of learning objectives
- Mis-matching format and content. **Remember:**
 - Single presenter or co-presented = lecture style with one or more speakers
 - Workshops = interactive, hands-on
 - Panels = multiple perspectives
 - Roundtables = discussion-driven



Questions?

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