## **Speaker Tips And Resources Guide**

## **Tips for a Successful Proposal**

You don't need to be a professional speaker or trainer. In fact, we encourage submissions from practitioners "in the trenches" of change management. We want to know what you have done at your own organization to make change a success. We desire speakers who:

* Have a compelling change management story, especially a "real life" case study or example, not just a theory to share but also HOW the audience can apply it to their workplace or career advancement.
* Know that interaction and engagement is KEY to their session success and will enlist a variety of techniques and methods to support those efforts.
* Are top rated speakers from previous Change Management conferences or are comfortable speaking to audience sizes from 30 to 900 participants.
* Are dynamic to listen to but also know that standing in front of a crowd, talking to a PowerPoint slide show does not create interaction and engagement.
* Are willing to be coached to continue to improve their presentation skills and effectiveness.
* Put the learner first and work to ensure that the majority of attendees walk out of their session with solid take-aways that can be applied to advance their workplace and/or career.

## **What's behind a Winning Session Proposal?**

Each year, attendees rate our speakers as a highlight of their conference or webinar experience. Your proposal should demonstrate how you will create an experience that inspires and empowers; features interactive, engaging learning; and showcases emerging trends and innovations in change management.

Due to the large number of submissions and limited session slots, even submissions that score well may not be accepted. **Bring your 'A' game and put all of your effort into one high quality submission**.

Don't wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

**Education Topics**
The ACMP Conference Committees are charged with soliciting and carefully vetting the most advanced and emerging change management content available. Our education sessions serve as a primary differentiator for the conference experience.

Submissions should align with one of these track topics:

**Enterprise Capability and Leadership**
This track addresses engagement and competency building at an enterprise level to effectively lead and reinforce change.

**Foundations**
The Foundations track addresses core competencies of the change management discipline.

**Integrated Disciplines and Partnerships**
Integrated Disciplines and Partnerships addresses the integration, alignment and partnership of change management with complementary disciplines.

**Professional Practices**
This track addresses professional development, from the entry-level practitioner to the seasoned change management professional.

**Tools of the Trade**
The Tools of the Trade track addresses technology and tools that can be used today to improve change adoption and project delivery.

**Trends & Innovation**
The Trends and Innovation track addresses leading trends and concepts shaping the change management industry. Think new, exciting and different!

**Video Requirement**

**A short video IS required with your submission.**
Videos can be an existing video of a previous session or a simple smart phone, tablet, or webcam new video clip.

**If you are creating a new video clip, we would suggest that you introduce yourself and communicate why and how attending your session will help practitioners solve complex problems and advance the profession.**

Although a 'video' clip is required, this can be a simple 1 - 3 minute clip from your webcam or camera phone discussing your topic and why you look forward to presenting it at the Conference. **But remember, the more professional you sound in your clip, the better it will compare to others. The reviewers DO listen to each and every video.**

## **Additional Speaker Tips**

Some more tips on what a reviewer looks for that will help elevate your proposal:

1. Provide valuable takeaways for audience members. Answer the question ­ as an attendee how can I apply this to my current position/role?

2. Engagement and Interaction. Plan audience engagement into your session design. You must
go beyond simple Q&A.

3. Your title should accurately reflect what your session is but should also be interesting and compelling. Your title is your ten second elevator pitch that captures the interest of attendees.

4. Learning objectives should be accurate. Remember, a learning objective is what you expect the audience members to be able to do after participating in your session.

5. Clear language; please avoid using technical jargon, acronyms and slang.

6. Your submission must be completed the appropriate deadline. No incomplete or late submissions will be reviewed.

**7. Only one (1) submission per primary speaker will be accepted for each event.**

8. Read through the form and gather all supporting materials prior to entering information. This will help ensure a complete and well-thought-out submission.

9. Proofread what you have entered into the application. The ACMP Speaker Committee reviews your application based on the specified evaluation criteria. If your application is difficult to read because of spelling or grammatical errors it will be difficult for your proposal to receive a high score in the review process.

10. We are offering 30, 45, 60 and 90 minute speaking options. Depending on how many of each category are approved and scheduled, you may be asked to slightly modify your time. If you select a 60 or 90 minute session these will be reviewed by keeping in mind if the content provided is worth an attendee missing 2­3 other sessions. Is there enough engagement and interaction to keep an adult learner interested for that length of time?

11. The maximum number of speakers is four per session. However, four speakers is not encouraged. Too many speakers often reduce the amount of attendee interaction and dilute take­aways.

12. If you also opt to speak at a webinar, please be sure to plan for 45 minutes of content, 10 minutes for Q&A and 5 minutes for introductions, reminders, housekeeping notes. However, please also still have an engagement plan for getting attendees to think, respond, and react in the virtual setting.

## **Speaker Resources**

**Speaker Resources**

**Getting Started**

* [15 Ways to be a Better Speaker](http://www.jtpedersen.net/2012/03/20/15-ways-to-be-a-better-speaker/)
* [Effective Presentations 101 – The Top 10](http://www.presentationmagazine.com/effective-presentation-techniques-the-top-10-149.htm)
* [The Seven Sins of Visual Presentations](http://www.presentationmagazine.com/the-seven-sins-of-visual-presentations-8305.htm)
* [Top 10 Websites for Presentation Images](http://www.presentationmagazine.com/top-10-sites-images-presentation-50.htm)

**Making Progress**

* [Become familiar with Adult Learning Theory and the six principles of adult learning](https://www.linkedin.com/pulse/become-familiar-adult-learning-theory-six-principles-alan-maclachlan)
* [Eight Conference Presentation Myths That Hamstring Attendees’ Learning](http://velvetchainsaw.com/2010/04/13/eight-conference-presentation-myths-that-hamstring-attendees-learning/)
* [Most Organizations Are Victims To Pedagogy – Instructor-Centered Education](http://velvetchainsaw.com/2012/07/12/most-organizations-victims-pedagogy-instructorcentered-education/)
* [We Need Facilitators Of Learning Not Speakers Of Stats](http://velvetchainsaw.com/2011/12/19/need-facilitators-of-learning-not-speakers-of-stats/)
* [From Panic To Calm: Strategies To Help Presenters Leverage Adult Learning Principles](http://velvetchainsaw.com/2012/02/27/strategies-help-presenters-use-adult-learning-principles/)
* [Cheat Sheet: Sample Questions for Presenters & Moderators](http://cng.files.cms-plus.com/summits_events/CallforContent/pdf/CheatSheetSample%20Questions%20For%20Presenters%20%20Moderators.pdf)
* [Five Ways to Combine Conference Lectures with More Effective Education](http://velvetchainsaw.com/2013/08/13/five-ways-combine-conference-lectures-more-effective-education/)

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