OVERVIEW

The ASAE Annual Meeting & Exposition, to be held August 20-23, 2022 in Nashville, TN, is an inclusive opportunity for all current and future ASAE members in the association industry to engage in exceptional formal and informal learning experiences that help to advance career and professional development, individual productivity, and organizational effectiveness.

ASAE seeks conference proposals that reflect sound adult learning principles and reflect the best thinking in the field, informed by theory, research, and practice. To deliver exceptional learning experiences, preference may be given to proposals that include the following:

CONTENT:
- Reflect innovative, cutting-edge content, and evidence-based practice
- Present a business case with evidence supported by research or data
- Explore issues important to diverse association types and sizes
- Challenge attendees to think of new solutions in association management
- Cover topics around organizational transformation

INSTRUCTIONAL DESIGN:
- Stimulate and provoke discussion, audience engagement, and outcome-focused design
- Facilitate knowledge transfer and development of new competencies
- Use methods that draw out relevant past knowledge and experiences

AUDIENCE:
- Aspiring and emerging leaders through executive-level, seasoned professionals
- Different types of adult learners
- Demonstrate relevance of lessons through “real-life” case studies
TOPIC AREAS
As you create your proposal, please consider the following topics, which are focus areas for the conference program. While proposals may address more than one area, you must select the one which is the best fit. The example topics noted below are intended to help you develop/plan, but we welcome and encourage additional ideas as well.

- Business Operations
- Ethics
- Finance
- Fundraising & Non-dues Revenue
- Governance
- Government Relations
- Human Resources
- International/Global Leadership
- Learning & Development
- Legal
- Marketing & Communications
- Meetings & Events
- Membership
- Personal Skills
- Research
- Technology

LEARNING FORMATS
Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives.

- **Associations Ignite (5 minutes)**
  - During these fast-paced, fun, and entertaining talks, presenters have just 20 slides that auto-advance every 15 seconds, for a total of five minutes. It’s a showcase of ideas that might be bold, possibly brash, maybe even brilliant—but never boring!

- **Express Talk (20 minutes)**
  - A TED-style talk given by 1 content leader that explores a single idea with practical tips.

- **Learning Lab Case Study Presentation (60 minutes)**
  - A formal presentation usually given by 1 or 2 content leaders, highlighting one or more case studies.

- **Learning Lab Panel (60 minutes)**
  - A discussion with 1 moderator and up to 3 panelists presenting perspectives around a specific topic.

- **Deep Dive (90 minutes)**
  - A highly interactive presentation given by 1 or 2 content leaders, developing skills through collaborative learning.

- **Masterclass (3 hours)**
  - An in-depth workshop given by 1 or 2 content leaders for practical instruction to enhance capabilities and critical skills of a target audience. This format relies on audience participation and engagement.
KNOWLEDGE LEVELS

ASAE organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

▪ **Level 1F (foundational):** Courses provide broad information, awareness and understanding of a topic with limited or no prior knowledge or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set and individuals new to the field before or after a career change.

▪ **Level 2A (applied):** Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require some prerequisite knowledge. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence and for those seeking to build on, apply or enhance existing knowledge.

▪ **Level 3S (strategic):** Courses focus on high-level creativity, innovation and peer-to-peer knowledge sharing of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices. The course material and activities focus on problem identification, analysis and solutions while emphasizing risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner’s ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives and officers with significant expertise, knowledge and experience who could be deemed an expert in the field.
PROPOSAL PROCESS & SELECTION CRITERIA

A methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help ASAE ensure that the members of the association management community have a significant voice in co-creating conference programs.

1. **Peer Reviewers**
   Who knows what our community wants to see in the classroom better than our members? Selected through an open call to all members, hundreds of ASAE member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of ASAE events. All proposals are evaluated on each of the following five criteria:
   - Ability to Inspire Action
   - Originality
   - Overall Quality
   - Program Design
   - Topic Relevance

2. **Program Advisory Committee**
   ASAE will convene a diverse conference advisory committee who will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees’ needs, the advisory committee will select from the submissions received during the Call for Proposals and identify gaps, if any, which staff will address though additional content development strategies. The overall program will result in a diverse array of presenters and perspectives. We receive several hundred excellent proposal submissions for conferences each year, so please understand that it is a difficult and highly selective process.

3. **ASAE Staff**
   With years of experience in association management and a long history programming exceptional conferences, selected members of ASAE staff weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.
RULES OF ENGAGEMENT

▪ **DO NOT INCLUDE SPEAKER NAMES** in the session title or description. ASAE strives to conduct a fair review process that limits biases. To this point, do not include any reference to a speaker name within the session title or description of the session. NOTE: Proposals that fail to do this will be evaluated accordingly.

▪ **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals. Upon submitting a proposal, you will receive an automatic confirmation for your records if it was submitted successfully.

▪ **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Once you have your ideas and all necessary information together, go to the online form and simply click on the "Start" button to begin.

▪ **Limit to one engagement.** ASAE seeks to ensure diversity of thought, and each content leader will be limited to presenting or co-presenting one session only. Be cautious about how many proposals you are included in as a content leader or point of contact.

▪ **The primary point of contact (POC) is the person submitting the proposal.** ASAE will communicate with the POC for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.

▪ **All proposed content leaders must be listed.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed content leaders will be reviewed by the Conference Advisory Committee prior to acceptance, which will include a limit on the total number of content leaders.

▪ **Use clear, error free language.** Session and workshop proposals require clear and concise titles (limit 10 words), persuasive outcomes-focused descriptions in a short (limit 50 words) and long (limit 150 words) versions, and three action-oriented and well-thought-out learning objectives/take-aways that answer the prompt “after this participants will be able to...” ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.

▪ **Please use attribution as appropriate.** Used effectively, quotations can provide important evidence or clarity to explain your session idea. Excerpts used ineffectively, however, without attribution are unacceptable and will result in your proposal being excluded from review or acceptance.
▪ Don’t underestimate the importance of instructional flow/design. Adult learning theory suggests that the best learning environments are those that are collaborative and utilize a problem-based approach.

▪ Avoid all commercial bias. Sessions perceived by attendees as commercially biased in content (including use of client examples or proprietary tools/models) are unacceptable. Any submission that is not educational in nature, neutral and unbiased, replicable by attendees without the author’s assistance, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.

▪ First here, first heard. We seek to create a premiere event for the association community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for ASAE that has not already been presented at ASAE or other non-ASAE events in the association industry.

▪ All accepted content leaders must adhere to published deadlines. You must be committed and responsive to working with ASAE to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.

▪ All accepted content leaders must observe intellectual property rights. Presenters must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall be factual and not be misleading and will not violate the intellectual property or copyrights any third party. Written documentation of ownership or permission must be provided upon request and is required for all video and television/film related imagery.

▪ All accepted content leaders must register. Each content leader must register at the reduced rate of $599 for Members/$699 for Non-members and be responsible for all individual travel costs. In the event of exceptions (such as Exhibitor staff) registration may be handled differently.

TIMELINE
To help you plan accordingly during the proposal process, please make note of the overall timeline below:

▪ Call for Proposals Opens: November 15, 2021
▪ Call for Proposals Deadline: December 12, 2021
▪ Conference Session Notifications Invitations: Mid-January, 2022
▪ Accepted Content Leaders Gain Access to Speaker Service Center: March 2022
▪ Session Materials Due: July 25, 2022
▪ Save the Conference Dates: August 20-23, 2022
SAMPLE SUBMISSION FORM

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

STEP 1. PERSONAL DETAILS

All “Personal Details” questions will appear for each presenter. Be sure to collect the information you need for each in advance, before you begin your submission online. All co-presenters must be submitted for consideration and approval.

All personal contact information will be suppressed for the Peer Review and Advisory Committee Review processes.

For sessions with more than one content leader, the person submitting the proposal will serve as the primary point of contact (POC) for all communications and notifications. If a change of POC occurs, please alert ASAE.

The contact information you provide below is how we will communicate with you regarding the status of your proposal. If accepted, the speaker information you provide will be used in conference publications, so please be as accurate as possible.

I AM: SUBMITTER ONLY OR AUTHOR
AUTHOR ROLE: CONTENT LEADER OR CO-CONTENT LEADER

CONTACT INFORMATION

First Name:_____________ Last name: ___________Credentials (if applicable): ______

Job Title: ______________________________________________________________

Organization: ___________________________________________________________

Email: __________________________ Phone: __________________________

Twitter Handle:______________________________

Website:__________________________________________
HOW MANY YEARS OF ASSOCIATION EXPERIENCE DO YOU HAVE?

☐ 1-5  ☐ 16-20  ☐ 31+
☐ 6-10  ☐ 21-25
☐ 11-15  ☐ 26-30
☐ Unspecified (opt out)

WHAT IS YOUR POSITION LEVEL?

☐ For-Profit CEO/President/Owner/Partner
☐ Association CEO/Executive Director
☐ Association C-Level, Executive Team, VP
☐ Association Director
☐ Association Manager
☐ Association Employee (non-manager)
☐ Other

WHAT IS YOUR ORGANIZATION TYPE?

☐ AMC (Association Management Company)
☐ Association Foundation
☐ Business Partner - CVB (Visitors Bureau)
☐ Business Partner – Hotel, Convention Center or Hospitality Industry
☐ Business Partner-Supplier
☐ Consultant
☐ Credentialing Organization
☐ Federation of Associations
☐ Philanthropic/Non-Profit/Charitable/Foundation Org
☐ Professional Association
☐ Trade Association

BIOGRAPHY

Please provide a short biography (limit 150 words) in paragraph format that describes your association experience and expertise as it relates to the subject of this proposal. Note: This information will be suppressed for the Peer Review.

________________________

________________________________________________________________________
PROPOSALS | PRESENTATIONS | PAST SPEAKING EXPERIENCE
Priority may be given to new program content that is unique to ASAE Annual Meeting & Exposition.

Have you submitted a proposal for the ASAE Annual Meeting & Exposition in the last two years? Yes/No

Have you presented at the ASAE Annual Meeting & Exposition in the last two years? Yes/No

Please describe any past teaching, presentation and/or speaking experience, either with ASAE or another organization, and any feedback you may have received. Do you have a sample video that demonstrates your skills and presentation style? If yes, please provide URL.

INVITATION TO SELF-IDENTIFY

In principle and in practice, ASAE values and seeks diversity and inclusive practices within the association management industry. ASAE Learning aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program speakers, faculty and content leaders that maximize engagement across identity groups and professional levels.

The following demographic questions are designed for you to self-identify and will be used for statistical reporting only without attribution to individuals. This information will be suppressed for the Peer Review and Committee Review and will not impact selection in any way. To opt out of any question, select “Unspecified”.

AGE

☐ Under 25
☐ 25 – 34
☐ 35 – 44
☐ 45 – 54
☐ 55 – 64
☐ 65 – 74
☐ 75+
☐ Unspecified (opt out)
GENDER
☐ Female  ☐ Other
☐ Male  ☐ Unspecified (opt out)
☐ Transgender

RACE/ETHNICITY (SELECT ALL THAT APPLY)
☐ African American/Black
☐ American Indian/Native American
☐ Asian
☐ Hispanic/Latino
☐ Native Hawaiian/Other Pacific Islander
☐ White/Caucasian
☐ Self-identification: ________________________
☐ Unspecified (opt out)

SEXUAL ORIENTATION
☐ Bisexual
☐ Gay
☐ Heterosexual
☐ Lesbian
☐ Unspecified (opt out)

STEP 2. PROPOSAL INFORMATION

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Spell check and grammar that helps readability and comprehension.

LEARNING FORMATS & LEVELS

Which learning format is this session proposal?
☐ Deep Dive (90 minutes)
☐ Associations Ignite (5 minutes)
☐ Express Talk (20 minutes)
☐ Learning Lab – Case Study Presentation (60 minutes)
- Learning Lab – Panel (60 minutes)
- Masterclass (3 hours)

What knowledge level is this session proposal geared toward? Please select one below.

- Foundational
- Applied
- Strategic

CAREER THEME

- Young Professionals
- Aspiring to CEO
- CEO/EDs
- None of Above

KNOWLEDGE THEME

- Conferences & Exhibitions
- Healthcare Associations
- Global Business Operations
- Other: ___________________
SESSION TITLE & DESCRIPTION

SESSION TITLE (LIMIT 10 WORDS)
Please submit, in 10 words or less, your session title. IMPORTANT: Do not include the content leader, company or product names anywhere in the session title.

SHORT SESSION DESCRIPTION (LIMIT 50 WORDS)
Pitch this session to prospective attendees in just one sentence.

LONG SESSION DESCRIPTION (LIMITED TO 150 WORDS)
Please describe the overall focus and goal of the session, including key points and supporting topics. IMPORTANT: Do not include the content leader, company or product names anywhere in the session description.

LEARNING OUTCOMES

Please clearly define how your session will support attendees' knowledge and skills for use back at the office. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, “Participants will be able to improve their recruiting strategies by using content marketing effectively”.

Takeaway 1:

Takeaway 2:

Takeaway 3:

*Note: Action Verb List included (end of document)
INSTRUCTIONAL FLOW

How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instructional that go beyond this basic approach are strongly encouraged. Please be specific.

______________________________________________________________________________
______________________________________________________________________________

PRIMARY TOPIC AREA

What is the primary topic area that best describes the focus of your proposed session? (Select only one)

- Business Operations
- Diversity & Inclusion
- Ethics
- Finance
- Fundraising & Non-dues Revenue
- Governance
- Government Relations
- Human Resources
- International/Global
- Leadership
- Learning & Development
- Legal
- Marketing & Communications
- Meetings & Events
- Membership
- Personal Skills
- Research
- Methodologies
- Technology

SECONDARY TOPIC AREA

What is the secondary topic area that best describes the focus of your proposed session? (Select only one that is different from the above.)

- Business Operations
- Diversity & Inclusion
- Ethics
- Finance
- Fundraising & Non-dues Revenue
- Governance
- Government Relations
- Human Resources
- International/Global
- Leadership
- Learning & Development
- Legal
- Marketing & Communications
- Meetings & Events
- Membership
- Personal Skills
- Research
- Methodologies
- Technology
TARGET AUDIENCE

While we know that people from many backgrounds may gain value from your proposed session, please indicate the primary audience that will most benefit.

A. TARGET ORGANIZATION TYPE? (SELECT ONE)
- AMC (Association Management Company)
- Association Foundation
- Business Partner - CVB (Visitors Bureau)
- Business Partner – Hotel, Convention Center or Hospitality Industry
- Business Partner-Supplier
- Consultant
- Credentialing Organization
- Federation of Associations
- Philanthropic/Non-Profit/Charitable/Foundation Org
- Professional Association
- Trade Association

B. TARGET ORGANIZATION SIZE? (SELECT ONE)
- Small (1-9 staff)
- Mid-size (10-49)
- Large (50+)
- Any size

C. TARGET JOB ROLE? (SELECT ONE)
- For-Profit CEO/President/Owner/Partner
- Association CEO/Executive Director
- C-Level, Executive Team, VP
- Director
- Manager
- Employee (non-manager)
**ACTION | MEASURABLE VERBS FOR LEARNING OUTCOMES**

*Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills*

<table>
<thead>
<tr>
<th>Foundational</th>
<th>Knowledge Level: The successful student will recognize or recall learned information.</th>
<th>Comprehension Level: The successful student will restate or interpret information in their own words.</th>
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<tr>
<td>list</td>
<td>record</td>
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</table>

**Comprehension Level:** The successful student will restate or interpret information in their own words.

- explain
- translate
- identify
- restate
- discuss
- tell
- reference

**Applied | Application Level: The successful student will use or apply the learned information.**

- apply
- use
- practice
- demonstrate
- complete

**Analysis Level: The successful student will examine the learned information critically.**

- analyze
- distinguish
- differentiate
- appraise
- calculate
- experiment

**Strategic | Synthesis Level: The successful student will create new models using the learned information.**

- develop
- plan
- build
- create
- design
- organize

**Evaluation Level: The successful student will assess or judge the value of learned information.**

- review
- justify
- assess
- defend
- report on
- investigate

- appraise
- argue
- rate
- score
- select
- measure

- choose
- conclude
- compare
- evaluate
- interpret
- support