

## Proposal Submission Tips

**Title:** It should tell attendees what to expect. Should we have a problem statement specific to what an attendee will walk away with? Should it be specific, actionable, and solve a problem? It needs to be attractive and purposeful, not using empty buzzwords. Use words that will connect with your audience.

**Abstract:** This should be an executive summary. Details, details, details. This should not be a generic high-level overview. It will not help the committee or give them confidence about what you will deliver during your session. Is it relevant? Not everything needs to be new. Attendees still need those foundational skills sessions. Can everything be done in an hour? Be specific. Suppose you have a model that showcases how your audience will benefit from your session. Please put it in your proposal submission. It shows evidence that your proposal can and will be delivered successfully. Don't hide your secrets, especially if they show the PAC what you will present. The PAC signs nondisclosures, so your secrets are safe with us. These sessions are genuinely meant to inform and educate. It should not be a sales pitch. How well did you anticipate the needs of the audience?

**Session Description:** Put on your marketing hat. What will attract people to your session while being clear about what will be covered? It should tell attendees what to expect.

**Job Applications:** Are the takeaways tangible? They should be clear, concise, comprehensive, and compelling. Job Applications are vital for attendees. Do they tell attendees what to expect?

**Session Type:** Panels are groups of SMEs discussing a central theme with a moderator facilitating. You cannot submit to be a part of a panel. The submitter must arrange the panel and submit their information. Innogizer is an interactive, experiential session. An education Session with two speakers may talk about different things, but somehow, they align.

**Target Audience:** Who's your audience? Who are you trying to attract? Think about your audience and the best way to deliver the content. Put yourself in their shoes.

**Delivery Method:** Is it interactive? What is your learning approach? What are you trying to accomplish? Lecture-only sessions are frowned upon. Put yourself in the attendee's shoes. What keeps your attention? What makes you stay? Keep in mind that people have short attention spans. Make sure you captivate them. Attendees should move around in some way every 2-3 minutes. For example, have small group discussions.

**PowerPoint:** It is a must and should give the committee an idea of what the presentation will be like if accepted. Avoid using very wordy PowerPoint or reading it word for word.

**Video Requirements:** Your video submission is critical. You will automatically be declined if you do not submit a video based on the requirements checklist. We need a clip of you speaking, no more than 5 minutes and no less than 1 minute. This should be a current video; it shouldn't be from years ago when we say current within the past year. It shouldn't be a marketing reel. This will tell us it is a sales pitch. The video should be relevant and exciting. It does not need to be about the topic you plan to cover during your conference session.

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**Purpose of Submission:** Do not regurgitate what you put in your abstract, session description, and job applications. The committee is looking for a more in-depth explanation of why you are doing this and why you believe attendees can benefit from your session.