

**ATD 2025 Core4 Conference  
Call for Proposals (CFP)  
Template**

*\*This is for demonstration purposes only. You must submit your proposal in the online submission portal by February 28, 2025.*

Proposal Link: <https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=ACBHKHWF>

Core4 is the premier conference for building and refining the core skills every learning and development professional needs to succeed in their career. This conference is geared towards building attendees' careers through new and renewed professional connections, new ideas, new perspectives, skill development, and practical advice in the L & D industry. Core4 presentations are intended to share practical advice and opportunities to learn skills that attendees can immediately apply in their work.

This year's event takes place September 29-October 1, 2025, in Orlando, Florida—and we'd love to have you play a part in it.

Presenting at Core4 is an opportunity to build your professional reputation, but it's also a chance to use your valuable insights to help others in the L&D community.

To make it easier for you to be here, we offer one complimentary registration for the conference and one night's stay at the conference hotel for up to two session speakers.

**What we're looking for in Core4 proposals**

We're accepting proposals for sessions that strongly connect to one of the four key pillars of the event:

- Instructional design
- Training delivery and facilitation
- Evaluating impact
- Emerging trends

This year, there are three session formats you can choose from:

- **Power Hour:** 60-minute interactive sessions
- **Industry Insights:** 60-minute traditional presentations
- **Quick Wins:** 30-minute sessions on a narrow theme, software, case study, or skill.

While this event focuses on the fundamental pillars of L&D, it's not just for beginners. We're looking for sessions that are useful for seasoned professionals looking for new inspiration as well as introductory sessions for people new to the field.

We're also keeping an eye out for talks that can help people shape their career path in the L&D field and session delivery ideas that foster a sense of connection and community with attendees.

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**NEW IN 2025:** This year we'll be live streaming a small selection of sessions to our virtual conference attendees. Session proposals don't have to work in hybrid format to be considered for acceptance. But if your session can easily be adapted for hybrid delivery, be sure to note that in your proposal.

**Submitter:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_  
\_\_\_\_\_ Office Phone \_\_\_\_\_ Cell \_\_\_\_\_  
Phone \_\_\_\_\_  
Company/Organization \_\_\_\_\_ Position/Title \_\_\_\_\_  
Address Line 1 \_\_\_\_\_ Address Line 2 \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

**Task 1: Session Proposal**

- **Proposal Title:** Please provide a title for your session limited to no more than 10 words. Please use title case rather than all caps or sentence case. Please refrain from using inappropriate or offensive words. ATD reserves the right to edit titles.
- **Track:** Select one (1) track. The tracks are Evaluating Impact, Instructional Design, Training Delivery & Facilitation, and Emerging Trends.
  - **Evaluating Impact** - *This track highlights implementing learning analysis process models and systems to measure talent development intervention, program effectiveness, and organizational outcomes.* Possible topics might include:
    - Aligning Assessments to ROI in L&D
    - Data & Analytics
    - Evaluating Learning Impact
    - Evaluation Frameworks and Instruments
    - Evaluation Metrics – What to Measure
    - Career Development: (e.g. Advancing careers through assessment and evaluation expertise)
  - **Instructional Design** - *This track focuses on trends and topics related to analyzing learning and performance needs, and designing instructional programs, materials, or experiences to meet those needs.* Session topics might include:
    - Accessibility
    - Building a career in instructional design (portfolios, resumes, interview skills, networking tips)
    - Design Thinking
    - Designing Train-the-Trainer
    - Designing Experiential Learning
    - Designing Microlearning
    - Developing Content, Materials, and Activities

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- Digital Tools and Platforms
- E-Learning and Digital Design
- Using Instructional Design Models in the Real World
- Understanding or applying Learning Sciences
- Multimedia Development
- Needs Assessment
- Storyboarding
- Storytelling for Learning
- Career Development: (e.g. Advancing your career in instructional design; role of training/education and what to avoid, building your portfolio, networking with other ISD's, and finding a mentor)
- **Training Delivery & Facilitation** - *This track covers the transfer of knowledge and skills via selecting or developing the appropriate delivery options to make learning engaging, effective, relevant, and applicable. Session topics might include:*
  - Career Development: Building a career as a facilitator (e.g. resumes, interview skills, networking tips, and training delivery skills)
  - Diversity, Equity, and Inclusion (DEI)
  - Digital Facilitation Tools
  - Facilitation (In-Person, Hybrid, and Virtual)
  - Facilitating Learning Activities
  - Learner Engagement
  - Planning and Preparation
  - PowerPoint Design
  - Presentation Skills
  - Using Storytelling as a Facilitator
- **Emerging Trends** - *This track gives L&D professionals opportunities to explore emerging topics and trends—including industry research, approaches, frameworks, technology, systems, processes, or delivery. These topics will enable attendees to develop and deliver cutting-edge training and lead the future of our field. Session topics can include but aren't limited to:*
  - Artificial Intelligence and Machine Learning
  - Augmented Reality/ Virtual Reality
  - Chatbots for Learning Transfer
  - Digital Cohorts/Knowledge Management/Social Learning
  - Skills Based Organization
  - Career Development: Strategies, skills and knowledge for future-proofing attendees' careers (e.g. Personal Branding, building a consultant practice, creating a professional development plan for continuous learning, becoming resilient)

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- Other Hot L&D topic
- **Level of Prior Knowledge Needed:** Select one (1). Select the most appropriate level for this content.
  - Beginner: Little to no prior knowledge of the topic.
  - Intermediate: Some prior knowledge or experience with this topic.
  - Advanced: Very knowledgeable on this topic and looking for a refresher or new perspective in this topic area.
- **Target Audience:** Select one or multiple. Please consider the audience for which this content is most appropriate.
  - Instructional Designer: Professionals who create and deliver learning materials for a variety of audiences and industries.
  - Facilitator/Trainer: Someone who guides groups through collaborative learning and decision-making and imparts knowledge and skills through instruction and activities.
  - L&D Director/Manager: Someone who analyzes existing training programs to determine whether they provide employees with the skills needed to perform their jobs. Or develops and executes learning strategies, designs and delivers training programs, assesses development needs, and tracks learning effectiveness.
  - Career Transitioner: Someone in the process of finding and moving into a new job or career.
  - New Practitioner: Individuals newly appointed to a learning and development role or existing learning.
  - Internal Practitioner: Someone who identifies learning/training needs, designs/sources training and learning solutions, delivers and evaluates training, and works with stakeholders/business area managers within an organization.
  - Independent Consultant: A professional who works on a contract basis for a client for a set period, providing expert advice and specialized knowledge in their field.
  - Other
- **Proposal Overview:** This section is for INTERNAL REVIEW USE ONLY. This section should provide an overview of what you will discuss in your session and what prerequisites would be needed to attend. Please consider this section a deeper dive into your subject matter and be written so we can understand precisely what will be delivered to attendees. Where possible, please demonstrate any technology resources and tools you will demonstrate or utilize in the session. Are these the key themes/topics/tools/approaches the session will touch on? There is not a character or word limit. (long response)
- **Subject Matter Background:** Please provide essential background on your subject matter/topic, (your years of experience in this area and what made you propose a session on this topic/subject matter. (long response)
- **Topic Importance:** Please explain why this topic is important to this audience or at this time in the industry for this conference? (long response)

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**Task 2: Session Description/Outcomes/Agenda**

- **Session Description:** (*character limit is 750*) This is designed to be a short, succinct description of your session that, IF SELECTED, would be used for the public-facing program guide, app, website, and any potential marketing pieces. Write this directly to attendees as a quick pitch about why they should attend your session. Please don't simply repeat what you entered in the session proposal. Be sure to include any challenges you will address, describe potential solutions, or what attendees will gain by attending. (long response)
- **Session Outcomes:** One session outcome is REQUIRED. Up-to three preferred. These outcomes should demonstrate how a learner can apply learning and content from your session content to their work. Please use action verbs and action-oriented statements, such as explore, discover, utilize, apply, etc. When crafting your outcomes, consider how the attendees will be able to use the tools, skills, or concepts learned in your session to make an immediate impact at their organization or in their career. Outcomes should complete the sentence: After completing this session, participants will be able to: (long response)
- **Session Agenda:** Please provide a sample agenda detailing the timing, flow, and interactions you plan for your 30- 60-minute session. This section should indicate how you will engage participants in hands-on or interactive activities. Your session plan should demonstrate how you will help participants reach the intended session outcomes for all proposal types. We are looking for an outline of the key subtopics you plan to cover and an idea of the flow. (long response)
- What challenges or questions will this session help attendees solve? (long response)
- In one sentence summarize the key perspective the audience will leave with. (long response)

**Task 3: Submission Details**

- Has this session been presented at any other event (including ATD events)? YES or NO
- If you answered YES, please list the name of the conference at which it was presented and the dates. Please enter N/A if you selected NO. (long response)
- If this has been presented before, is your plan to present the same version shared at past events, or do you plan to change it for the Core4 audience in any way? Note: If you plan to make substantial updates for the Core4 Conference, we recommend revising the session title and description, so it is clear to attendees that this presentation has content they haven't seen at any event before.
- Hybrid Session Format: Would this session work well for that hybrid audience? A small number of the 60-minute Core4 sessions will be live-streamed to online attendees. The live stream will include video of the room and stage, audio, and slides projected to the virtual audience. We expect live-stream presenters to engage with in-person and virtual participants. You will not be disqualified if you say no. YES or NO

**Task 4: Session Speaker Information**

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**Speaker:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Email \_\_\_\_\_ Office Phone \_\_\_\_\_  
\_\_\_\_\_ Cell Phone \_\_\_\_\_  
Company/Organization \_\_\_\_\_ Position/Title \_\_\_\_\_  
\_\_\_\_ Address Line 1 \_\_\_\_\_ Address Line 2 \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

- Are you a first-time speaker? YES or NO
- Which conference days are you available? Core4 will be held from September 29 to October 1, 2025. All sessions will be presented in person at the Orlando Renaissance SeaWorld in Orlando, Florida. Please indicate the day(s) you cannot present.
  - Monday September 29, 2025
  - Tuesday September 30, 2025
  - Wednesday October 1, 2025
  - I am available to speak during any of the conference dates above.
- **Speaker Biography:** Please type or paste text that has no more than 500 characters. WE DO NOT HAVE YOUR BIO ON FILE. Therefore, you will need to add it to this field, or the submission will be incomplete.
- **Speaker Headshot:** Please upload a digital image (a high-resolution, professionally produced portrait, if possible) for use in conference-related materials.
  - Formats: .jpg, .png, or .gif
  - At least 300 dpi.
  - At least 600x600.
  - Maximum file size to upload is 16MB.

By uploading a photo of yourself, you certify that you have the right to distribute the image and you release it for use on the program materials for the event.

**Task 5: Speaker Submission Agreement & Conference Policies**

I understand that if I am accepted as a Core4 Speaker, I will **receive**:

- One (1) complimentary and non-transferable registration to the event.
- One (1) night complimentary at the conference hotel only.
- “I’m speaking” graphics and share them with my network.
- A registration discount code and share it with my network.
- An opportunity to participate in an Author Meet & Greet, if applicable.

I understand that if I am accepted as a Core4 Speaker, I will **do** the following:

- Provide a 10-30-second video describing why attendees should attend my session and what I plan to cover.

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- Create a LinkedIn post to promote the upcoming event.

Commitment to Speak: Being invited to speak at an ATD conference is an honor and a privilege. By sharing your expertise, you make a valuable contribution to the profession's field of knowledge and to the individual learning of our participants. If you are selected, please view this opportunity as a commitment like any other and ensure that you can deliver the session by securing your organization's support and managing your workload and clients to keep this time open. We understand that things do happen and appreciate your advance notice in the event of extreme circumstances that prevent your attendance.

Honorarium, Lodging & Complimentary Registration: ATD is a nonprofit educational association with a responsibility to its members to manage its resources carefully. Speakers will receive a one-night hotel stay at the conference hotel only, plus tax and one complimentary full conference registration for the event. Delivering an education session is voluntary and unpaid. The speaker's individual travels are at their own expense.

Noncommercial Policy: ATD conference education programs are learning experiences first and foremost, and as such must be noncommercial in content and delivery.

Code of Conduct

- Refrain from overt statements, harsh language, or pointed humor that disparages any individual or group's rightful dignity and social equity.
- ATD is committed to providing a professional, friendly, and welcoming learning environment for everyone at our events, regardless of gender, sexual orientation, disability, race, ethnicity, religion, national origin, or other protected classes. Speakers must commit to upholding the ATD Code of Conduct( link) throughout their engagement at Core4.

Proposal Considerations

- ATD continues to seek and provide a balanced slate of speakers with a diversity of backgrounds, viewpoints, and organizational affiliations.
- Each individual or organization may submit up to two (2) speaking proposals. Any proposals submitted in excess of this limit will be deleted from the system based on your colleagues when submitting from large organizations.
- Proposals are selected based on the information submitted. Submitters are expected to follow the instructions carefully and supply all requested information. Missing or incorrect information could make the proposal ineligible for consideration. This refers to, but is not limited to, missing/incorrect speakers listed on the proposal.
- The number of speakers is limited to two per session.
- Exceptions to these limits must be pre-approved by ATD.

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Intellectual Property: All work that you submit should be original to you. To the extent the work includes any third-party materials, ensure you have the appropriate permissions for using those materials and that the work does not infringe the rights of any third party, including copyright, trademark, and/or right of publicity.

I have read and agree to the above terms and conditions. Sign

**Task 6: Finalize & Submit**

I have reviewed the Speaker Conference Policies and the Speaker Submission Agreement and ensured that all steps have been completed in my submission. I understand that any incomplete steps will not have a green check mark next to them. I understand this proposal submission can be changed until the deadline (February 28, 2025).

I have read and agree to the above terms and conditions. Sign