



**ASTD – Cascadia Chapter
2011 Regional Conference
October 11-12, 2011**

Call for Speakers

Innovate!

Create the Best, Inspire the Rest

Move beyond best practices. Find out what's on the cutting edge of workplace learning and business innovation at large. Discover how to inspire the people around you and become a more creative leader – whatever your role.

Conference Tracks

→Beyond Best Practices

Innovation in workplace learning. Speakers will provide topics that are truly new, cutting-edge, and different than what attendees are used to seeing in workplace learning.

→Inspired Leadership

Innovation in business and teams. Will provide attendees with information, tools, techniques to be better leaders and help their teams and organizations become more focused on innovation.

→Sharpen Your Creative Edge

Personal innovation. Will focus on the individual and how they can become better trainers, creators, professionals in an innovative environment.

Concurrent Session Speaker Information and RFP Process

Why would I want to be a Concurrent Speaker?

- You'll have the opportunity to connect and network with workplace learning professionals.
- You'll receive a complimentary conference registration which includes continental breakfast, lunch, snacks and the conference exhibit bag.
- Your bio (name and web address) will be featured in our conference program and on the conference website.
- Have you written a book? You can promote your book at our Author's Table with a designated time to sell and sign copies of your book(s). (You'll be responsible for your own payment process.)



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- Some presenters may be given the opportunity to write pre-conference articles which will be sent out to the ASTD- Cascadia email list to promote the conference.
- You can continue to add and build on your resume and portfolio.
- You'll have an opportunity to mentor, coach and give back to the field of workplace learning professionals.

What You Need to Know to Submit a Proposal

Thank you for your interest in being a Concurrent Session Speaker for the ASTD-Cascadia Chapter's Regional Conference in Salem, OR on October 11 - 12, 2011. ASTD-Cascadia continually strives to make the submission process as simple and user-friendly as possible. It is a huge undertaking to run a conference of this size and there are multiple steps and deadlines. Our ultimate goal is the quality of the education program in partnership with you as a speaker.

RFP Conference Guidelines

- Limit of two proposal submissions per individual or company.
- Maximum of two selections per individual or company.
- Limit of two speakers per session.
- Additional speaker support staff must register at their own expense or receive a session-only pass.
- As a non-profit, educational association, ASTD-Cascadia does not provide monetary or other compensation for presentations. All travel, lodging, meals, special equipment purchases and rentals are the speaker's responsibility.
- Selected speakers must review, agree and sign the 2011 ASTD-Cascadia Regional Conference Concurrent Speakers Contract.
- Speakers must provide their own laptops. WiFi connection of a minimum of 72k is provided. If your presentation requires a higher connection speed, you will be responsible for additional charges by The Salem Conference Center.
- The Chapter provides other AV needs including projector, screen, podium, lavalier microphone, patch to house sound, one flip chart and markers. Speakers are responsible for any other equipment needs.
- Print materials (2 pages double-sided) will be printed by the conference if they are received by the conference deadline (speakers must provide their own handouts if the deadline is not met).
- Selected speakers will be required to submit a photo, bio, title and description for the conference program and website within the conference deadlines.



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Selection Criteria

A committee of volunteers with expertise in the field evaluates proposals based on the following factors:

- Content that relates to our theme of innovation. Content must be current, cutting edge and practical in the workplace learning field.
- Content that also relates to our tracks:
 - **Beyond Best Practices** - Innovation in workplace learning. Speakers will provide topics that are truly new, cutting-edge, and different than what attendees are used to seeing in workplace learning.
 - **Inspired Leadership** - Innovation in business and teams. Will provide attendees with information, tools, techniques to be better leaders and help their teams and organizations become more focused on innovation.
 - **Sharpen Your Creative Edge** - Personal innovation. Will focus on the individual and how they can become better trainers, creators, professionals in an innovative environment.
- Objectives which can be realistically accomplished in the time allotted.
- A balance of speakers representing diverse cultures, backgrounds, viewpoints, organizations and geography.
- Demonstration of presentation style and quality. Presenters are required to submit a video link or DVD of them presenting the proposed topic or similar topic.
- Completeness, accuracy and clarity of the proposal. Proposals that do not follow the instructions will be ineligible.
- Experience of the speaker. Substantial topic knowledge and experience facilitating learning experiences and/or speaking to large groups is required.
- Alignment with the National ASTD Competency Model. A link may be found on the Cascadia Chapter website on the Events page (<http://www.astdcascadia.org/events/events.html>).
- Feedback from references. Two positive reference checks with at least one being from a prior speaking engagement are required.
- Sessions that meet the criteria for CPLP and HRCI recertification are highly desirable. Please visit the CPLP website at <http://www.astd.org/content/ASTDcertification/> and the HRCI website at <http://www.hrci.org/> for more information.

Content and Presentation Requirements

Many more proposals are received than can be selected. Review the requirements carefully to ensure your submission is the best it can be.

- All sessions are learning experiences and are non-commercial. Speakers should refrain from using brand names and endorsing specific products. Under no circumstances should a Society podium be used as a place for direct promotion of a speaker's product, service, or monetary self-interest.
- Course descriptions need to clearly show what the session is about; avoid editorials about the topic.



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- Learning objectives should show how the learner will be able to use your content back on the job (practical application).
- You will be required to submit a formal RFP. Incomplete forms may not be considered.
- Concurrent sessions will each be 75 minutes in length (60 mins. presentation time and 15 mins. for questions, evaluations, etc.).
- Presenters may be asked to repeat sessions that are considered especially relevant or popular.
- All presentations must be lively, entertaining, innovative, informative and interactive. We specifically request that presentations include interactive activities or exercises for participants and “take-aways” for audience follow up.
- Presentations must indicate a specific audience level: Novice, Intermediate or Advanced.
- Presentations must align with the National ASTD Competency Model. A link may be found on the Cascadia Chapter website on the Events page at (<http://www.astdcascadia.org/events/events.html>).

Submission Instructions

All RFP's must be received **by Monday, April 15, 2011**. Please click here to complete the required RFP form.

For further information please visit our website at <http://www.astdcascadia.org/conference/2011/index.html>.

If you have further questions please email us at conferencesessions@astdcascadia.org.

Thank you!

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Kari Uhlman, Co-Director of Concurrent Sessions