2020 ATD INTERNATIONAL CONFERENCE & EXPOSTION SPEAKING PROPOSAL OUTLINE

NOTE: THIS IS FOR REFERENCE ONLY. YOU MUST SUBMIT ONLINE

Submit Proposal
Each section is broken into tabs to create your speaking proposal.

The 10 tabs are as follows:
1. Title
2. Speaker(s)
3. Description/Abstract
4. Application on the Job
5. Session Description
6. Tracks/Learning Approach/Target Audience
7. Delivery Methods
8. PowerPoint Sample
9. Videos
10. Preview
11. Finalize

Enter the Title and Proposal Type first and then you may complete the remaining steps in any order. Required steps will be highlighted in red and must be completed before submitting.

Once you have completed a step, click Save before moving on to the next step. When completed the tab will turn green.

Please note: A video clip will be required for ALL first time speakers.

Tab 1. Title

Title - Please provide a title for your proposal limited to no more than 10 words. Please use title case rather than all caps or sentence case. Titles may be edited. Please do not use company names in your title. (Max: 100 characters)

Proposal Type - Choose one of the following session formats. With the exception of the Preconference Workshops, sessions will be either 60 or 75 minutes.

1. Education Sessions (Covers all other sessions not outlined below.)
2. First Time ATD Speaker (First time speakers will be required to submit a video in Tab 9 of this process. Failure to do so will eliminate your submission from consideration.)
3. Innogizer (active learning sessions that incorporate highly experiential activities, such as dance, improv, drumming, games, etc. into an energetic and innovative session.)
4. Panel (These sessions consist of a moderator and up to 4 panelists. You MUST provide all panelists names and information in the submission to be considered.)
5. Preconference Workshop (These sessions are offered in very limited number and should provide attendees with in-depth programming to a small audience. They are a full-day and should be interactive and designed to leave the attendee with a deeper understanding of the subject matter. If this proposal is selected, you will be required to provide a workbook to attendees. ATD offers a
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small honorarium of $600 or a full conference registration and you will decide which you would like to receive, if your proposal is accepted.)

Note: once you have saved the format you will not have the ability to edit. If you choose the wrong format you will need to withdraw your submission and create a new proposal.

Tab 2. Speaker(s)
Primary Speaker/Additional Speakers - Please include all required contact information for each speaker and ensure that email addresses are kept up to date. Email will be the primary method of communication to notify.

All speakers should search for him or herself as an existing speaker in order to avoid duplicating speaker profiles in the system. Please check to see if all your information is current. If it is not please edit with the correct information under My Account on the home page.

A Primary Speaker must be defined for this proposal. Are you the Primary Speaker?

YES or NO (you will select one)

If you are not the Primary Speaker, the system will guide you through finding a Primary Speaker and/or adding a new Person. Biographical Information: Required for ALL speakers. * indicates a required item.

*Please submit short bio. (Max: 1000 characters)

*Have you ever spoken at the ATD International Conference & Exposition or ATD TechKnowledge?

YES or NO (you will select one)

What was the most recent year and conference?

Speaking Experience
If you haven’t previously spoken at ATD International Conference & Exposition or ATD TechKnowledge, where else have you presented?
Enter date, location, organization, contact name, and session title of past presentations. You may enter up to 3 past presentations.

*Industry Affiliation (choose one)

Academic/Education
Automotive
Consulting
Financial Services
Hospitality/Travel
Insurance
Retail
Technology

Association/Non-Profit
Construction
Government
Healthcare
Manufacturing
Medical/Pharmaceutical
Sales
Utilities

You must select SUBMIT to save and finalize this information.
Tab 3. Description/Abstract

This section is for INTERNAL REVIEW USE ONLY. Our submission process is very competitive. We use a Program Advisory Committee to review and score proposals and make recommendations for final selection. This section should explain to the committee the basic background on your subject matter/topic, what you will discuss in your session, and what prerequisites would be needed to attend. Please think of this section as a deeper dive into your subject matter and be written so the committee can understand exactly what will be delivered to attendees.

Tab 4. Application on the Job (Objectives)

Use this space to show how the learner will be able to apply your session content back on the job. This is in lieu of learning objectives. **USE ACTION VERBS** and action-oriented statements, (e.g. Apply, Explore, Discover, Use, etc.).

You are required to submit at least one (1) Application on the Job. The remaining fields are optional.

* Application on the Job 1 (Max: 100 characters)
* Application on the Job 2 (Max: 100 characters)
* Application on the Job 3 (Max: 100 characters)
* Application on the Job 4 (Max: 100 characters)

Tab 5. Session Description

This area is designed to be a short description of 2 to 3 sentences MAX, to encourage attendees to come to the session. IF SELECTED, it will be used for the public facing program guide, app, website, and other potential uses. Please consider the impact this requirement has and do not repeat what you entered in TAB 3. Text is very limited, so please review your final text after you have saved it. **PRO TIP:** Watch the character count at the bottom. This NOT a word count. Any extra characters will be deleted. (Max: 300 characters)

Tab 6. Tracks/Learning Approach/Target Audience

Use the form below to locate one (1) Track and then select up to two (2) sub-tracks within the track.

The Tracks are:

**CONTENT**
- Career Development
- Global Perspectives
- Leadership Development
- Learning Technologies
- Managing the Learning Function
- Talent Strategy & Management
- Evaluating Impact
- Instructional Design
- Learning Sciences
- Management
- Sales Enablement
- Training Delivery & Facilitation
INDUSTRY
Government
Healthcare
Higher Education

Career Development (Content Track 1)
The Career Development track highlights trends and topics influencing a community of learning professionals interested in advancing their own careers and helping others develop their skills and expertise.

- Advanced Skills
- Competency Models
- Credentialing
- Entrepreneurship
- Foundational Skills Development
- Job Search and Career Transition
- Organizational Career Development Programs
- Personal Branding

Evaluating Impact (Content Track 2)
The Evaluating Impact track highlights implementing learning analysis process models and systems in order to measure talent development intervention, program effectiveness and organizational outcomes.

- Data & Analytics
- Evaluating Learning Impact
- Evaluation Instruments
- Evaluation Metrics – What to Measure
- Evaluation Planning
- Learning Retention
- Learning Transfer
- Leveraging Technology to Measure and Evaluate Learning
- Predictive Analytics
- ROI
- Training Evaluation

Global Perspectives (Content Track 3)
The Global Perspectives track highlights trends and topics influencing a community of professionals from all over the world, with an interest in developing global talent, sharing regional best practices and conducting global benchmarking.

- Cross-Cultural Training
- Global Benchmarking
- Global Best Practices
- Global Leadership
- Virtual Teams
Instructional Design (Content Track 4)

The Instructional Design track focuses on trends and topics related to the process of analyzing the learning needs and goals for designing instructional materials to meet those needs.

- Accelerated Learning
- Action Learning
- Design Thinking
- Developing Content and Materials
- Experiential Learning
- ISD Models
- Learning Retention
- Learning Theories and Approaches
- Learning Transfer
- Measurement and Evaluation
- Needs Assessment
- Tools and Platforms
- Train the Trainer

Leadership Development (Content Track 5)

The Leadership Development track highlights trends and topics influencing a community of leaders driving strategy, developing talent, and building a strong global workforce.

- Developing an Organizational Culture of Collaboration
- Developing and Improving an Organizational Leadership Development Strategy
- Developing Leadership Skills and Competencies
- Developing New and High-Potential Leaders
- Emotional Intelligence
- Entrepreneurship in Leadership Development Models
- Executive Development
- Innovations in Leadership Development Models
- Leaders as Teachers
- Strategic Planning
- Strategic-Level Thinking Skills/Competencies
- Team Building

Learning Sciences (Content Track 6)

The Learning Sciences track highlights trends and topics influencing a collective of professionals interested in understanding the mechanics behind how individuals take in information, form connections and ideas, and exercise new behaviors on the job to improve performance.

- Behavior Change
- Engagement and Motivation
- Memory and Learning
- Organizational Dynamics
- Research and Practice
Learning Technologies (Content Track 7)
The Learning Technologies track highlights trends and topics that leverage synchronous and asynchronous using technology tools and platforms to develop the future workforce.

- Artificial Intelligence and Machine Learning
- Augmented Reality
- Authoring Tools
- E-Learning and Digital Design
- Games and Simulations
- LMS/Platforms
- Mobile Learning
- Performance Support
- Social Learning
- Video
- Virtual Reality

Management (Content Track 8)
The Management track is based on survey data and discussions with our corporate members. The results are a new framework to identify the skills that we believe contribute to a manager’s success as a developer of talent. The framework is ACCEL (Accountability, Collaboration, Communication, Engagement and Listening/Assessing).

- Accountability (Performance Management, Delegation, Development Planning)
- Collaboration (Teamwork, Collaboration, Trust, Knowledge-sharing, Culture)
- Communication (Change Communication, Challenging Conversations, Actionable Feedback, Transparency)
- Engagement (Leadership, Guidance, Coaching and Mentoring, Influence, Connection, Recognition)
- Listening and Assessing (Emotional Intelligence, Critical Thinking, Evaluation, Mindfulness, Soft Skills)

Managing the Learning Function (Content Track 9)
Managing the learning function has become more complex in recent years as training is moving away from a simple order-taker approach. Responsibilities for those who manage such functions involve understanding more strategically how to approach areas such as organizational development, project management, aligning development with business goals, understanding learning ideas and trends, and developing expertise in non-training solutions such as performance consulting and coaching.

- Business Alignment
- Consulting and Business Partnering
- Knowledge Management
- Learning Trends
- Non-Training Options: Performance Consulting and Performance
- Organizational Development
- Project Management
Sales Enablement (Content Track 10)

The Sales Enablement track will highlight trends and topics influencing those who develop sales talent.

- Account Development and Retention
- Complex Solution Definition and Positioning
- New Account Acquisition
- Partner Sales Support
- Sales Coaching
- Sales Incentive and Compensation Design
- Sales Pipeline and Forecast Management
- Sales Strategy Definition and Execution
- Sales Talent Development
- Sales Talent Selection
- Sales Team Management
- Sales Tool and Process Improvement

Talent Strategy & Management (Content Track 11)

The Talent Strategy & Management track will highlight trends and topics influencing a community that manages organizational talent and the employee lifecycle.

- Change Management
- Coaching
- Culture
- Diversity and Inclusion
- Employee Engagement
- Future Readiness
- Mentoring
- Organizational Development
- Recruitment and Retention
- Skills Gap
- Succession Planning
- Talent Acquisition and Onboarding

Training Delivery & Facilitation (Content Track 12)

The Training Delivery & Facilitation track covers the transfer of knowledge and sector of talent development via adapting, personalizing, adjusting, and ad-hoc development of training artifacts for specific audiences and venues, modalities, or platforms.

- Activities
- Engagement
- Facilitation
- Planning and Preparation
- Presentation Skills
- Storytelling
- Train the Trainer
- Virtual Classroom
Government (Industry Track 1)
The Government track highlights trends and topics influencing a community of government learning professionals from federal, state and local agencies, using innovation and collaboration to develop talent in the workplace.

- Change Management
- Engagement and Motivation
- Evaluating Learning Impact
- Knowledge Management
- Leadership Development
- Public Sector
- Shared Services for Talent Development
- Talent Acquisition and Selection

Healthcare (Industry Track 2)
The Healthcare track highlights trends and hot topics influencing a community of healthcare executives, providers, managers and trainers working to create next-generation healthcare environments through learning, talent development and cultural change.

- Career Management and Transitioning in Healthcare
- Change/Transformational Management
- Clinical and Non-Clinical Management-Evidence Based Care – Best Practices
- Employee Engagement in Healthcare
- Evaluating the Learning Impact - ROI
- Healthcare Compliance and Governance
- Healthcare Leadership
- Healthcare Training Delivery
- Instructional Design in Healthcare
- Integrated Talent Management
- Knowledge Transfer Management
- Learning and Emerging Technologies in Healthcare
- Patient-Centered Innovation
- Quality Assurance and Patient Experience and Service Excellence
- Talent Development Trends
- Wellness and Sustainability

Higher Education (Industry Track 3)
The higher education track highlights trends and topics influencing a community where students, faculty, and practitioners collaborate with talent development professionals to develop a stronger workforce.

- Academic/Practitioner/Corporate Partnerships
- Aligning Course Curriculum with ATD Content Or Competency Model
- Applying Adult Learning Principles in The Academic Classroom
- Developing Faculty and Staff in Higher Education
- Research/Theory to Practice in The Workplace
- Trends and New Methods for Engaging Students in the Academic Classroom
After choosing a track and sub-track, scroll below the list of tracks to select one (1) Learning Approach and no more than two (2) under Target Audience.

* Learning Approach (Choose 1)
  - Case Study
  - Core Topic
  - Experiential Learning
  - Global Focus
  - Innovation/Trend
  - Research

* Target Audience (Choose Up to 2)
  - All Talent Development Professionals
  - Decision Maker
  - Director/Manager
  - Executive
  - Facilitator
  - Instructional Designer
  - Internal Practitioner
  - Leader
  - New Practitioner
  - Trainer

Tab 7. Delivery Methods
This is broken into two subsets.

*Delivery Methods
Sessions are either 60 or 75 minutes. The way you deliver your session will be a factor in whether or not it is selected. The ideal session should be limited to 25% lecture or presentation. The ATD audience of learning designers and facilitators expects highly relevant content delivered in an interactive, experiential format with solid application back to their jobs. Please select from the following:

How will you deliver the session? Choose the two that apply.
- Presentation style with emphasis on slides and lecture
- Facilitated discussion with some supporting slides
- Interactive discussions
- Small group exercises
- Other: (Please be specific.)

* Room Set Up
IMPORTANT: This is the only time we will ask for this information. If your session is selected, we will try to accommodate what you have listed here. Conference sessions are set in theater style (rows of chairs) to accommodate as many learners as possible. Only a few rooms are set with round tables and we cannot guarantee this room set for everyone. Please select your preferred set-up.

*My session requires a room set with round tables. (Please remember only a few rooms are set with rounds, and we can’t accommodate all requests.)
  YES or NO (you will select one)

*If a room with round tables is not available, I could conduct my session in a room set theater style.
  YES or NO (you will select one)
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*My room requires special set-up.
   YES or NO (you will select one)

*Please describe your special set-up in the comment field below. (Max: 500 characters)

Equipment Needs

*Standard equipment will work for my session (LCD projector, screen, two wireless lavaliere microphones, wireless slide advancer, in room sound; table microphones provided for panel sessions).
   YES or NO (you will select one)

*If you selected "yes" you are not required to add a comment. If you selected "no," please describe in the comment field below: (Max: 500 characters)

*Wifi is available in the session rooms. If you need a hard line internet, please answer below.
   YES or NO (you will select one)

*If you selected yes for a hard line internet connection, why? Your answer is mandatory in order for ATD to determine if providing hard line is necessary.

Preferred Stage Set Survey
This is not a guarantee, nor will it impact on your submission. We are trying to determine if we can change our traditional stage set for some session rooms based on overall responses. Please understand, we will do our best to schedule sessions appropriately, but many times rooms are very large with lots of seats. Our goal is to maximize speaker delivery, attendee engagement and create a great experience for all. Thank you!

*Do you like to have a podium on the stage?
   Yes, No, or Does not matter (you will select one)

*Do you like a riser with nothing on it?
   Yes, No, or Does not matter (you will select one)

*If you are a panel, do you prefer a table with chairs for each panelist?
   Yes, No, or Does not matter (you will select one)

Additional comments or ideas on stage sets: (Max: 200 characters)

Tab 8. Presentation Sample

In effort to provide attendees with better presentations, please provide a sample of one of your PowerPoint presentations. This will give ATD’s selection committee a sense of your presentation style and the quality of work. Please upload a PowerPoint sample. Sample should be 4-6 slides max and DOES NOT have to be about what you are proposing. Please note the MAXIMUM size limit is 200MB.
Tab 9. Videos

Videos are helpful for the selection committee to see your audience engagement and speaking ability and could set your submission apart from others in a very competitive track. Guidelines:

- **ALL speakers are welcome to submit a video even if you've spoken at ATD previously.**
- **First time ATD conference speakers ARE REQUIRED to upload a video.**
- **First-time speakers that fail to provide a video will result in the proposal submission being eliminated from final consideration.**
- **ALL other submitters are welcome to submit a video even if you've spoken at ATD previously.**
- **Videos should be at least 60 seconds long, and can be longer**
- **Videos should demonstrate you speaking to a live audience or group.**
- **Do not provide videos that are an interview marketing piece**
- **Videos should be in front of an audience**
- **If multiple first-time speakers are on a submission a video should be submitted for each speaker.**
- **Use the Upload Video feature to attach a video to your submission.**
- **Please note the **MAXIMUM size limit is 200MB.** The system WILL NOT allow anything larger.**
- **If your file is larger, please use the EMBED CODE option and upload a link to your video.**
- **Use the **Embed Code** feature to provide a link to video (such as YouTube, Vimeo, Yahoo Video, etc.) that will accompany your submission. You will need to use this if your video is over 200MB.**

If you have trouble loading a video link, please email speakers@td.org for more assistance.

Tab 10. Preview

You can preview your proposal and cut and paste and save for your records.

Tab 11. Finalize

If this proposal is accepted to be a session, please note ATD's speaker registration policy. ATD will provide only one full conference registration per session for education sessions, innogizers, first time ATD speakers and panels. If the session contains more than one speaker, the remaining speaker(s) will receive "session only" passes. We recommend you review all the ATD conference policies.

Please review your submission to ensure that all steps have been completed. Any incomplete steps will be shown in red. Once all the steps are completed, click the FINALIZE button to submit your proposal. You will see a confirmation screen and a print option. Descriptions can be changed up until the submission deadline (August 14, 2019).

I am ready to submit my proposal.