



Speaker Tips And Resources Guide

Tips for a Successful Proposal

You don't need to be a professional speaker or trainer. In fact, we encourage submissions from practitioners "in the trenches" of event management. We want to know what you have done at your own organization to make your events a success. We desire speakers who:

- Have a compelling story, especially a "real life" case study or example, not just a theory to share but also HOW the audience can apply it to their events.
- Know that interaction and engagement is KEY to their session success and will enlist a variety of techniques and methods to support those efforts.
- Are top rated speakers from previous conferences or are comfortable speaking to audience sizes from 30 to 300 participants.
- Are dynamic to listen to but also know that standing in front of a crowd, talking to a PowerPoint slide show does not create interaction and engagement.
- Are willing to be coached to continue to improve their presentation skills and effectiveness.
- Put the learner first and work to ensure that the majority of attendees walk out of their session with solid take-aways that can be applied to advance their workplace and/or career.

What's behind a Winning Session Proposal?

Each year, attendees rate our speakers as a highlight of their conference or workshop experience. Your proposal should demonstrate how you will create an experience that inspires and empowers; features interactive, engaging learning; and showcases emerging trends and innovations in event management.

Due to the large number of submissions and limited session slots, even submissions that score well may not be accepted. **Bring your 'A' game and put all of your effort into one high quality submission.**

Don't wait until the deadline to submit. Get it in early. Avoid the rush and stand out from the crowd.

Education Topics

The FFEA Program Committee is charged with soliciting and carefully vetting the most advanced and emerging content available. Our education sessions serve as a primary differentiator for the conference experience.

Submissions should align with one of these track topics:

Event Operations & Logistics

Sponsorship

Marketing, Communications, Social Media

Leadership & Volunteer Management

Personal Development

Trends & Innovation

Video Requirement

A short video is required with your submission.

Videos can be an existing video of a previous session or a simple smart phone, tablet, or webcam new video clip.

If you are creating a new video clip, we would suggest that you introduce yourself and communicate why and how attending your session will help attendees to better their events.

Although a 'video' clip is required, this can be a simple 1 - 3 minute clip from your webcam or camera phone discussing your topic and why you look forward to presenting it at the Conference. **But remember, the more professional you sound in your clip, the better it will compare to others. The reviewers DO listen to each and every video.**

Additional Speaker Tips

Some more tips on what a reviewer looks for that will help elevate your proposal:

1. Provide valuable takeaways for audience members. Answer the question - as an attendee how can I apply this to my current position/role?
2. Engagement and Interaction. Plan audience engagement into your session design. You must go beyond simple Q&A.
3. Your title should accurately reflect what your session is but should also be interesting and compelling. Your title is your ten second elevator pitch that captures the interest of attendees.
4. Learning objectives should be accurate. Remember, a learning objective is what you expect the audience members to be able to do after participating in your session.
5. Clear language; please avoid using technical jargon, acronyms and slang.
6. Your submission must be completed by the appropriate deadline. No incomplete or late submissions will be reviewed.
7. Read through the form and gather all supporting materials prior to entering information. This will help ensure a complete and well-thought-out submission.
8. Proofread what you have entered into the application. The FFEA Speaker Committee reviews your application based on the specified evaluation criteria. If your application is difficult to read because of spelling or grammatical errors it will be difficult for your proposal to receive a high score in the review process.
9. The maximum number of speakers is four per session. However, four speakers is not encouraged. Too many speakers often reduce the amount of attendee interaction and dilute take-aways.