In advance, thank you for your time and thought leadership to support an impressive attendee experience!

The Great Ideas Conference continues to strive to deliver exceptional education, sparks of innovation, unique learning experiences, and high quality networking. The conference environment is centered on creativity and operationalizing innovative practices to effectively manage and lead the evolving association industry.

Please review this entire guide that includes all the factors that ASAE looks for in determining learning content, delivery, and design to fit the program. The following is included:

- **Topic Areas | Content Ideas that ASAE seeks:**
  - Content that is a new way of solving and/or adopting business practices.
  - Fresh and inspiring workplace ideas to motivate and elevate discourse.
  - Ideas that can be operationalized by informing, ideating, and then creating (application).
  - Content that targets new ways of conducting business and achieving goals as the industry continues to evolve.

- Instructional Design
- Learning Formats & Levels
- Tips for Success
- Content Leaders Responsibilities
- Proposal Process & Selection Criteria
- Timeline
- Appendix | Quantifiable Verbs to Develop Learning Outcomes

**TOPIC AREAS**

As you consider the content of your proposal, refer to the below topic areas that align with association functional operations. While proposals may include more than one area, please include only one (1) topic area as the best fit. Note: We welcome and encourage additional ideas as well.

**Business Skills**
- Communication Skills
- Creativity
- Interpersonal Skills
- Personal Skills

**Business Operations**
- Business Process Analysis
- Globalization
- Product Development
- Project Management
- Social Responsibility
INSTRUCTIONAL DESIGN

In combination with the content ideas (above), ASAE Learning seeks proposals that reflect sound adult learning principles and the best thinking in the field, informed by theory, research, and practice. To deliver exceptional learning experiences, preference may be given to proposals that demonstrate an ability to:

- Reflect innovation and cutting edge content
- Target practices that address evolving career and professional development
- Stimulate and provoke discussion and audience engagement
- Facilitate knowledge transfer and development of new competencies
- Provide diverse approaches for different types of learners
- Present a business case with evidence supported by research or data
- Use methods that draw out relevant past knowledge and experiences
- Motivate learners with goal or outcomes focused design
- Demonstrate relevance of lessons through “real-life” case studies
LEARNING (SESSION) FORMATS & LEVELS

Adult learners often prefer to engage in self-directed learning. That philosophy drives much of what we’re doing in ASAE Learning.

Learning (Session) Formats

Session formats intentionally represent capacity for a range of instructional methods which gives attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning goals. At Great Ideas, in particular, self-directed and social learning provides a foundation for transformative learning that occurs after the conference has ended. For this purpose, we invite proposals for the following formats:

- **Preconference Workshops | 3 hour sessions the day before the conference start**
  - Due to their design, size (approximately 50), length, and pre-registration dynamic, these robust and intimate settings offer collaboration, active learning, and networking where skills and knowledge acquisition are deep and one’s development may be tested.

- **Masterclass | 2 to 2.5 hours as part of the program unlike a preconference session**
  - Intensive learning focused on in-depth development of skills and abilities.

- **Inform Learning Lab | 30 minute session**
  - Quick and informative essentials of a broad topic designed to provide core knowledge.

- **Ideate Learning Lab | 60 minute to 90 minute session**
  - Interactive learning featuring idea generation to uncover unconventional solutions.

- **Create Learning Lab | 60 minute to 90 minute session**
  - Interactive learning featuring real-time creation of tools, systems and strategies.

- **TED Talk Style Speakers with “inspirational and applicable” messaging for both short and longer sessions | 20 to 45 minutes**

- **Ignite! | 5 minute talks that comprise a 60 minute session**
  - Everyone’s favorite edutainment session is now center stage! A showcase of talks that might be bold, possibly brash, maybe even brilliant, but never boring! It’s the learning format that's fast, fun, and focused where each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes total. Their challenge? Enlighten us, but make it quick!

Learning Levels

ASAE Learning organizes instruction into three content levels that is directly related to both the rigor of the content and the knowledge base of the attendee. Note: Level does not have to do with position level, rather, it targets the knowledge of the attendee moving from foundational to complex learning objectives.
1. **Foundational | Inform**: Courses provide broad information, awareness and understanding of a topic with limited or no prior knowledge or experience of the subject required. This level is appropriate for professionals with limited experience of the subject to learn fundamentals and/or to fill in gaps to solidify their skill set.

2. **Applied | Ideate**: Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require some prerequisite knowledge. This level is appropriate for individuals with some knowledge and experience in the subject area with an established degree of competence and for those seeking to build on, apply or enhance existing knowledge.

3. **Strategic | Create**: Courses focus on high-level creativity, innovation and peer-to-peer knowledge sharing around of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices. The course material and activities focus on problem identification, analysis and solutions while emphasizing risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner’s ability to lead change, manage high-performing teams, and develop leadership throughout their organizations.

**PROPOSAL PROCESS & SELECTION CRITERIA**

A methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help ASAE ensure that the members of the association management community have a significant voice in co-creating conference programs. Together we craft an inclusive opportunity for all current and future ASAE members in the association management profession to engage in exceptional formal and informal learning experiences that support career development, increase individual productivity, and help organizations in the association community to achieve superior results.

1. **Peer Reviewers**

   Who knows what our community wants to see in the classroom better than our members? Selected through an open call to all members, hundreds of ASAE member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of ASAE events. All proposals are evaluated on each of the following five criteria:
   - Originality
   - Relevance
   - Program Design
   - Ability to Inspire Action
   - Overall Quality
2. **Program Advisory Committee**
ASAE will convene a diverse conference advisory committee who will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees’ needs, the advisory committee will select from the submissions received during the Call for Proposals and identify gaps, if any, which staff will address through additional content development strategies. The overall program will result in a diverse array of presenters and perspectives. We receive several hundred excellent proposal submissions for conferences each year, so please understand that it is a difficult and highly selective process.

3. **ASAE Staff**
With years of experience in association management and a long history programming exceptional conferences, selected members of ASAE staff weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

**TIPS FOR SUCCESS (READ THIS ENTIRE DOCUMENT IN ADVANCE)**

- Think quality over quantity. **You are limited to submitting a maximum of two proposals**, so please put only your best ideas forward.
- All proposals must be submitted using this online form. Upon submitting a proposal, you will receive a confirmation for your records if it was submitted successfully.
- The person submitting the proposal form will be the “submitter” and will be the primary point of contact for all communications including notifications.
- **All co-presenters must be listed on the original proposal.** Presenters may not be added at any time, including upon acceptance, without review and approval by ASAE staff.
- Plan your submission in advance. First, collect your thoughts for your proposal before going to the online form. The online submission form does NOT allow you to save and edit. Once you have your ideas and all necessary information, simply click on the "Start" button below to begin.
- **Use clear, error free language. Grammar counts!**
  - All proposals require clear and concise titles (limit 10 words)
  - Inspiring outcomes focused descriptions in two versions: (1) Short (limit 50 words) and (2) Long (limit 150 words)
  - Three (3) well thought out learning objectives/take-aways (put the emphasis on participants acquiring skills as in, “after this participants will be able to....”
- All ASAE Learning programs must be educational in nature, unbiased, free of commercial motive/intent, and must avoid direct or indirect promotion of any particular person, product or service. ASAE requires that any person in a position to influence or control content disclose all relevant financial relationships and/or commercial interests at the time of proposal submission. Proposals deemed commercially biased in content (including use of client examples or proprietary tools/models) are strongly discouraged.
Priority may be given to original proposals that have not been presented at other programs in the association industry, including other ASAE conferences.

CONTENT LEADER RESPONSIBILITIES

- Content leaders must be responsive to ASAE Learning staff and agree to respect and adhere to the deadlines for all deliverables.
- Content leaders must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall be factual and not be misleading, and will not violate the intellectual property or copyrights any third party.
- Content leaders must be committed to working with ASAE to deliver exceptional service, to include submitting program materials not less than 1 month prior to event for review/approval and inclusion in the conference app.
- Content Leaders must collaborate with ASAE to limit participation to only one session in order to ensure an inclusive opportunity so other thought leaders can participate.
- Content Leaders consent that, with notice, ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.
- Content Leaders must not solicit leads/contact information, sell products or promote services in any way while onsite before, during or after their sessions without prior written authorization and understand that those in violation of this policy may forfeit future speaking opportunities.

Speaker Registration

- A content leader agreement and responsibility is to register at the discounted speaker rate and to arrange their own travel and expenses.
  - Associations/AMCs/Consultancies: $599 M / $699 NM
  - Industry Partners: $799 M / $899 NM
- Content leaders agree to manage all requested deliverables through the Speaker Service Center (SSC). All content leaders will be provided speaker credentials to access and complete the requests.

TIMELINE

- Proposal submission end: Monday, June 19, 2017 at 11:59 p.m. Eastern.
- Proposal notifications: September 2017

Thank you, again, for your time, inspiration, and the opportunity to share your thought leadership!

Linda
Linda Andreani
landreani@asaecenter.org
APPENDIX

Quantifiable Verbs to Develop Learning Outcomes

*Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills*

A group of educators, led by Benjamin Bloom, identified a hierarchy of six categories of cognitive skills: knowledge, comprehension, application, analysis, synthesis and evaluation. As students learn, they start with the knowledge level and progress through the hierarchy. Thus, advanced courses should include skills at a higher level than introductory or basic skills courses. Below you will find a web-resource as well as a list of measurable verbs to assist you in writing course objectives and assess learning outcomes.

<table>
<thead>
<tr>
<th>Foundational</th>
<th>Knowledge Level: The successful student will recognize or recall learned information.</th>
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<tbody>
<tr>
<td></td>
<td>list</td>
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<td>Comprehension Level: The successful student will restate or interpret information in their own words.</td>
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<tr>
<td></td>
<td>explain</td>
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<tr>
<td>Applied</td>
<td><strong>Application Level</strong>: The successful student will use or apply the learned information.</td>
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<td>apply, sketch, perform, use, solve, respond, practice, construct, role-play, demonstrate, conduct, execute, complete, dramatize, employ</td>
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<td><strong>Analysis Level</strong>: The successful student will examine the learned information critically.</td>
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<td>analyze, inspect, test, distinguish, categorize, critique, differentiate, catalogue, diagnose, appraise, quantify, extrapolate, calculate, measure, theorize, experiment, relate, debate</td>
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<tr>
<td>Strategic</td>
<td><strong>Synthesis Level</strong>: The successful student will create new models using the learned information.</td>
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<td>develop, revise, compose, plan, formulate, collect, build, propose, construct, create, establish, prepare, design, integrate, devise, organize, modify, manage</td>
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<td><strong>Evaluation Level</strong>: The successful student will assess or judge the value of learned information.</td>
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<td>review, appraise, choose, justify, argue, conclude, assess, rate, compare, defend, score, evaluate, report on, select, interpret, investigate, measure, support</td>
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