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:

- Content that ASAE will be presenting at the Great Ideas Conference for 2020
- Learning Formats & Levels
- Tips for Success
- Content Leaders Responsibilities
- Speaker Nomination Process & Selection Criteria
- Timeline

**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 Workshop | 3 hour session 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.

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

- **Ignite! | 5 minute talks that comprise a 60 minute session**
  - A showcase of talks that's fast, fun, and focused where each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes total.
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.

**SELECTION CRITERIA**

**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
2. **Program Advisory Committee**
   ASAE has convened a diverse conference advisory committee who will assist in the final program selection. 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.

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

- 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 nominated must be listed.** Presenters may not be added at any time, including upon acceptance, without review and approval by ASAE staff.
- Please be thoughtful about the session that you feel you and/or a nominee(s) are uniquely qualified to present.
- 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 submission.

**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 educational experiences, 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 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 will be 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**

- Call for Content Leaders submission ends: **July 8, 2019, 11:59 p.m. Eastern.**
- Invitations to Content Leaders selected: **September 2019**
- Content Leader/Speaker Agreements Signed/Executed: **mid-to-late November 2019**
- Session Materials Due: **mid-January 2020**