

Tips and Information for Submitting a Proposal

Are you looking to submit a session to Alliance but unsure about some of the fields on the submission form? Don’t stress, learn a bit more about each field and what we are looking for when reviewing sessions. If you are still unsure or have questions, please reach out to the [**track chair**](https://www.alliance-conference.com/page/2020-track-chairs) of the track you are submitting to.

**Session Title (130 Character limit)**

* Title should accurately define the purpose of the session
* Titles can be cute or clever but must still reflect what the session is about
* Avoid the use of acronyms in your title unless they are standard for the majority of potential attendees

**Primary presenter**

* The primary presenter must be from a member institution
* If a vendor is listed as a primary presenter they must enter the submission under the vendor track

**Co presenters**

* Co-presenters can be vendors, however a substantial portion of the session content should be delivered by the institutional member
* Each co presenter should contribute to the presentation
* Please refer to the [**speaker rate policies**](https://www.alliance-conference.com/d/do/33454) to determine which if any co presenter may be eligible for a speaker discount

**Descriptions (unlimited characters) and short descriptions (400 Character limit)**

* The “short description” is what attendees will see first. It should reflect the main content and focus of the session.
* The “description” is a longer version and should contain additional information to clarify the purpose of the session
* Both descriptions can be the same, however it would be more informative to elaborate in the longer description
* Avoid Acronyms as much as possible unless they are standard for the majority of potential attendees

**Mobile Cross listed Track(s)**

* This allows you to indicate other track you like attendees to be able to search for your session under in the mobile.  app.  This is great way for your session to additional exposure.  Be thoughtful with which track(s) you select here as you want attendees to find value in your session.

**Primary Presenter Mobile Phone Number**

* Information is used only by event staff if needing to contact presenter onsite and is not shared with attendees.

**Session length**

* Make sure you are familiar with the content expectations for each session length e.g. Regular session 50 minutes of content
* It is critical that you provide an appropriate amount of content. Too much is just as bad as not enough.
* Track chairs can decide to accept your session at a different length than your primary choice. They should reach out to you prior to approving to make sure this will still accommodate your needs.
* Be aware that if your session length is changed it can impact your speaker discount.
* It is recommended that you provide alternative session lengths whenever possible

**Alternative room layouts**

* If you request an alternative room layout, be aware that it requires approval by the Program chair to ensure it can be accommodated. The standard room setup is theater style seating with a podium in front. An example of an alternative room layout would be classroom style seating.

**Live Polling**

* Live polling is encouraged but there is no standard platform supported by HEUG
* You are responsible for notifying attendees if they need to download an app to participate in the live polling
* Live polling will count as an element of engagement (see below)

**Prerequisites / Advance preparation**

* If you have prerequisties or advance preparation for your session you will need to clearly provide that information to attendees prior to the conference to ensure it can be completed

**Education**

* Please list your formal education or degrees. These do not have to be directly related to the material you plan to cover
* Certifications can be included in the education section. E.g. PMP

**Training**

* List those trainings you have attended related to your topic
* Your training can be online or in person
* When possible provide timelines for the training
* Many have not received formal training so it will not disqualify your proposal

**Experience**

* Many of us are self-taught, so including all resources you have used may be helpful
* Indicate how many years you have worked with the particular functionality
* Remember many of us can become experts on a particular subject in a short period of time so do not let a small amount of time discourage you from submitting

**Elements of** **engagement**

* These are the methods you will use to interact with the attendees to help determine their understanding of the material
* The engagement should be directly related to your content
* You should have a minimum of one element of engagement per hour of content; it is best to use a few a few different elements
* Common Examples
	+ Group discussion
	+ Polling questions
	+ Instructor-posed question with time for participant reflection
	+ Use of a case study with different engagement elements throughout the program

**Learning Objectives**

* These are what the attendee will be able to do after your session. They are NOT what you will be covering.
* These statements should include a **verb phrase** and an **impact ("in order to") phrase** -- what participants will do/be able to do and how they will apply that skill or knowledge in their daily practice.
* Change to Below are verbs you can use when writing your Objectives in increasing order of difficulty
	+ **Knowledge/Remembering**: define, list, recognize;
	+ **Comprehension/Understanding**: characterize, describe, explain, identify, locate, recognize, sort;
	+ **Application/Applying**: choose, demonstrate, implement, perform;
	+ **Analysis/Analyzing**: analyze, categorize, compare, differentiate;
	+ **Evaluation/Evaluating**: assess, critique, evaluate, rank, rate;
	+ **Synthesis/Creating**: construct, design, formulate, organize, synthesize.
* Whenever possible try to create SMART learning objectives
	+ Specific- These answer the who, what, where, when, why, which of the objective
	+ Measurable- Provide a way to evaluate
	+ Attainable- Is the goal reasonable enough to be accomplished.
	+ Relevant- will it be useful to the attendee
	+ Time bound- the objective should have a timeframe. E.g. “By the end of session”
* Examples of learning objectives
	+ The attendee will be able to list three benefits of using activity guides at end of session
	+ Attendees should be able to give examples as to when to upgrade their PDF and how that will benefit their user experience.
	+ Attendee will be able to Set up File Parser to match incoming application file upon returning to their institution
	+ The attendee will be able to compare and contrast Common Attribute Framework with other similar delivered tools such as Page and Field Configurator
	+ Attendees will be able to describe the design approach and basics of implementing Fluid navigation after the session