



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 support@alliance-conference.com.

Session Title (75 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.

Session Type

- Panel Discussion – a discussion lead by a moderator and 2-3 panelists.
- Workshop – a three-hour, hands-on training. Sunday only.
- Presentation – traditional session with a PowerPoint (or similar) and Q&A at the end.
- 2-Part Series—two 60-minute presentations that are submitted individually and consecutively in one sitting.
 - Part A and Part B should be clearly identifiable in each Session Title.

Primary Presenter

- The primary presenter must be from a member institution.
- If a sponsor is listed as a primary presenter, they must enter the submission under the Exhibitor track.

Co-Presenters

- Co-presenters can be sponsors, however, a substantial portion of the session's content should be delivered by the institutional member.
- Each co-presenter should contribute to the presentation.
- Please refer to the speaker rate policies to determine which, if any, co-presenter may be eligible for a speaker discount.

Descriptions (Unlimited Characters)

- The description is what attendees will see first. It should reflect the main content, focus and purpose of the session.
- Avoid acronyms as much as possible, unless they are standard for the majority of potential attendees.

Session Length

- Make sure you are familiar with the content expectations for each session length.
 - Mini Session (30 minutes)
 - Regular Session (60 minutes)
 - 2-Part Series (2 - 60-minute sessions)
 - Note: Part A and Part B of the series must be **submitted individually**, with two clearly distinct presentations (e.g.: two separate PowerPoints). Both Part A and Part B must be submitted consecutively in one sitting.

- Workshop (180 minutes)
- It is critical that you provide an appropriate amount of content. Too much is just as bad as not enough.
- 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.

Cross Listed Area(s)

- Select track(s) or area(s) you would like attendees to be able to search for your session under in the mobile event. This is a great way for your session to gain additional exposure. Be thoughtful with which area(s) you select here as you want attendees to find value in your session.

Platform Type

- This will give attendees the capability to search for sessions based on the platform type of Cloud or On-Premise.

Knowledge Level

- **Basic:** Program knowledge level most beneficial to attendees who are new to a skill or an attribute. These individuals are often at the staff or entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the subject.
- **Intermediate:** Program knowledge level that builds on a basic program; appropriate for attendees with detailed knowledge in an area. Such people are often at a mid-level within the organization, with operational and/or supervisory responsibilities.
- **Advanced:** Program knowledge level most useful for individuals with mastery of the particular topic. This level focuses on the development of in-depth knowledge, a variety of skills or a broader range of applications. Advanced level programs are often appropriate for seasoned professionals within organizations; however, they may also be beneficial for other professionals with specialized knowledge in a subject area.
- **Update:** Program knowledge level that provides a general review of new developments. This level is for participants with a background in the subject area who desire to keep current.
- **Overview:** Program knowledge level that provides a general review of a subject area from a broad perspective. These programs may be appropriate for professionals of all organizational levels.

Learning Objectives

- This is 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.
- 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 attendees will be able to list three benefits of using activity guides at the end of the session.
 - Attendees should be able to give examples as to when to upgrade their PDF and how that will benefit their user experience.

- Attendees will be able to Set up File Parser to match incoming application files upon returning to their institution.
- The attendee will be able to compare and contrast Common Attribute Framework with other similarly 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.

Prerequisites / Advance Preparation

- If you have prerequisites 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. If you do not have any prerequisites, the knowledge base should be Basic or Overview.

Elements of Engagement

- These are the methods you will use to interact with 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 practice to use 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

Tell us about you!

- **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 any training you have attended related to your topic. Many have not received formal training so it will not disqualify your proposal.
- **Background:** Indicate how many years you have worked with a 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.

Primary Presenter Mobile Phone Number

- Contact information is used only by event staff if needing to contact presenter onsite and will not be shared with attendees.