

# ASTD-Cascadia Chapter 2012 Conference

## Concurrent Session Speaker Information and RFP Process

### **“Back to the Basics...and Beyond”**

Showcasing the holistic world of training as it exists today and helping share best practices in a fresh light.

#### **Inside the Classroom**

*These sessions will explore those skills needed for classroom/face-to-face training success.*

#### **Outside the Classroom**

*These sessions will explore those skills needed for training success in the world of e-learning, webinars, etc.*

#### **Leading the Way**

*These sessions will explore those skills needed to lead a training team, department and one's own career successfully into the future.*

### **Date and Location**

**October 25th, 2012**

DoubleTree by Hilton  
1000 NE Multnomah Street  
Portland, OR 97232  
503.281.6111

### **Why would I want to be a Concurrent Speaker?**

- You'll have the opportunity to connect and network with workplace learning professionals.
- You'll receive a complimentary conference registration which includes continental breakfast, lunch, snacks and the conference exhibit bag.
- Your name and web address will be featured in our conference program and on the conference webpage.
- Have you written a book? You can promote your book at our Author's Table with a designated time to sell and sign copies of your book(s). (You'll be responsible for your own payment process.)
- Some presenters may be given the opportunity to write pre-conference articles or create short videos to help promote the conference.
- You can continue to add and build on your resume and portfolio.
- You'll have an opportunity to mentor, coach and give back to the field of workplace learning professionals.

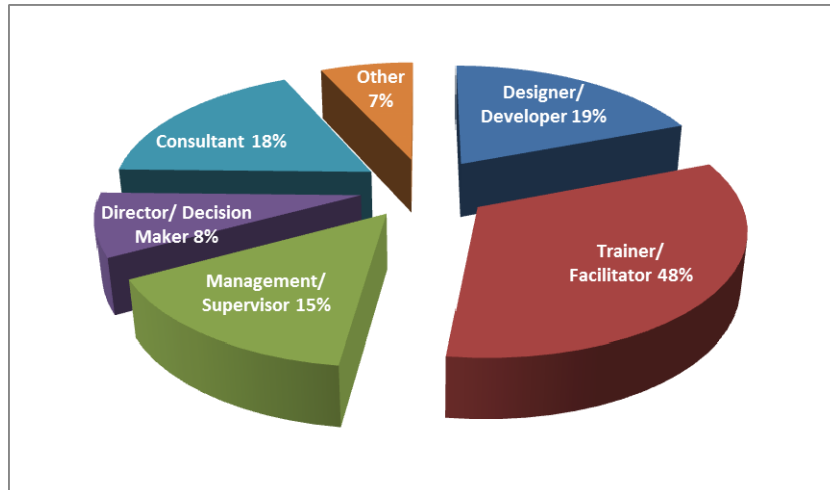


## Who Attends the Conference?

Over 150 workplace learning professionals from throughout the Pacific Northwest will attend the ASTD-Cascadia Chapter 2012 Conference in October.

### 2011 Breakout by Attendees

- 51% of our attendees have more than 10 years of experience in the field.
- 22% have 5 to 10 years of experience.
- 27% have fewer than 5 years of experience.



### Examples of Organizations Represented at the 2011 Conference by Participant

- A-Dec
- ADP
- Banfield Pet Hospital
- Blount Inc.
- Boly Welch
- Bonneville Power Administration
- City of Beaverton
- City of Vancouver
- Columbia Sportswear
- Columbia Ultimate
- Con-way
- Datalogic Mobile
- Ingersoll Rand
- ISITE Design
- Marion County
- Multnomah County
- New Seasons Market
- Oregon Health & Sciences University
- Oregon State University
- Performance Designs
- Port of Portland
- Portland General Electric
- Providence Medical
- Portland State University
- SAIF
- Standard Insurance
- Unitus Community Credit Union
- USA Funds
- Waste Connections
- Wells Fargo
- West Coast Bank
- Wildhorse Resort/Casino
- Various local community colleges
- Various agencies of the State of Oregon



## What You Need to Know to Submit a Proposal

ASTD-Cascadia continually strives to make the submission process as simple and user-friendly as possible. It is a huge undertaking to run a conference of this size and there are multiple steps and deadlines. Our ultimate goal is the quality of the education program in partnership with you as a speaker.

### RFP Conference Guidelines

- Limit of two proposal submissions per individual or company.
- Maximum of two selections per individual or company.
- Limit of two speakers per session.
- Additional speaker support staff must register at their own expense or receive a session-only pass.
- As a non-profit, educational association, **ASTD-Cascadia does not provide monetary or other compensation for presentations.** All travel, lodging, meals, special equipment purchases and rentals are the speaker's responsibility.
- Selected speakers must review, agree and sign the ASTD-Cascadia Chapter 2012 Conference Concurrent Speakers Contract.
- Speakers must provide their own laptops, flash drives and software. A wired connection will be provided for your laptop so you have direct access to the high speed network. If your connection requires a super high connection speed, you will be responsible for additional charges by the hotel.
- The Chapter will provide a screen, projector, one flipchart package, lavalier microphone and a patch to house for sound. Any additional equipment needs (and the associated costs) are the responsibility of the speaker and must be arranged with the hotel directly.
- Speakers will be responsible for providing electronic copies of presentation materials to the Chapter before the conference. These materials will be made available to conference registrants electronically. Registrants will be responsible for downloading material ahead of the conference for use at the conference. Printed presentation materials are not supplied by ASTD-Cascadia. If the speaker is not able to provide the Chapter with an electronic copy of the presentation material within the conference deadlines, the speaker will be responsible for printing and providing the material at the conference.
- Selected speakers will be required to submit a photo, short biography, title and description for the conference program and webpage within the conference deadlines.

### Selection Criteria

A committee of volunteers with expertise in the field evaluates proposals based on the following factors:

- Content that relates to our theme of "Back to the Basics...and Beyond." Content must be current and practical in the workplace learning field.
- Content must relate to our tracks:
  - **Inside the Classroom**
  - **Outside the Classroom**
  - **Leading the Way**
- Objectives which can be realistically accomplished in the time allotted.
- A balance of speakers representing diverse cultures, backgrounds, viewpoints, organizations and geography.



- Demonstration of presentation style and quality. Presenters are required to submit a video link or DVD of them presenting the proposed topic or similar topic.
- Completeness, accuracy and clarity of the proposal. Proposals that do not follow the instructions will be ineligible.
- Experience of the speaker. Substantial topic knowledge and experience facilitating learning experiences and/or speaking to large groups is required.
- Feedback from references. Two positive reference checks with at least one being from a prior speaking engagement are required.
- Sessions that meet the criteria for CPLP and HRCI recertification are highly desirable. Please visit the CPLP, <http://www.astd.org/content/ASTDcertification/> and HRCI, <http://www.hrci.org/> websites for more information.
- Alignment with the National ASTD Competency Model. A link may be found on the Cascadia Chapter website on the Events page (<http://www.astdcascadia.org/events/events.html>).

## Content and Presentation Requirements

Many more proposals are received than can be selected. Review the requirements carefully to ensure your submission is the best it can be.

- All sessions are learning experiences and are non-commercial. Speakers should refrain from using brand names and endorsing specific products. Under no circumstances should an ASTD-Cascadia podium be used as a place for direct promotion of a speaker's product, service, or monetary self-interest.
- Course descriptions need to be clear, informative and enticing. Editorials about the topic should be avoided.
- Learning objectives should show how the learner will be able to use your content back on the job (practical application).
- You will be required to submit a formal RFP. Incomplete forms may not be considered.
- Concurrent sessions will each be 60-75 minutes in length (50-60 mins. presentation time and 10-15 mins. for questions, evaluations, etc.).
- Presenters may be asked to repeat sessions that are considered especially relevant or popular.
- All presentations must be lively, entertaining, innovative, informative and interactive. We specifically request that presentations include interactive activities or exercises for participants and "take-aways" for audience follow up.
- Presentations must indicate a specific audience level: Novice, Intermediate or Advanced.
- Presentations must align with the National ASTD Competency Model. A link may be found on the Cascadia Chapter website on the Events page (<http://www.astdcascadia.org/events/events.html>).

## Submission Instructions

All RFP's must be received **by Friday, April 13, 2012**. The RFP form is located on the conference webpage at: <http://www.astdcascadia.org/conference/2012/conference2012.html>

## Information and Questions

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Conference Webpage:

<http://www.astdcascadia.org/conference/2012/conference2012.html>

