AFP 2015 SPEAKER CALL FOR PRESENTATIONS

Thank you for your interest in submitting a proposal to speak at AFP's 52nd International Conference on Fundraising in Baltimore, March 29-31, 2015. The annual AFP International Conference offers the best professional educational opportunity to fundraising professionals from around the world.

It is important that you carefully review the information below before submitting your online application. This information will help you put forth a complete application for consideration.

Presentations are selected by the AFP staff based on recommendations from the AFP Conference Education Advisory Committee (EAC), which is made up of 10-15 AFP members who apply to sit on the committee. To ensure wide and equitable representation of the AFP International membership on this committee, committee members are selected on the basis of diversity in geographic representation, experience level and sector.

The committee meets in-person and via conference calls 6+ times a year, including a mandatory in-person 2 ½ day meeting in June. A rigorous process to review conference proposals takes place over three rounds of reviews.

During the review process, the following criteria are taken into consideration:

• the proposal title and description and its timeliness;
• the credentials and exemplification of the speaker;
• the previous ratings of the speaker/session;
• the experience level and sector that the presentation covers;
• whether the speaker is new and/or International;
• whether the speaker is a consultant and if they have a co-presenter/practitioner;
• the need for that specific proposal based on feedback by our attendees.

Final presenter selections are announced and the details of the program are finalized in October 2014.

The following guidelines are established to ensure these objectives are fulfilled:

Proposal Submission Guidelines:

1.) Eligibility for Submitting Proposals: While the objective is to provide the latest information that will enhance the professional knowledge of members, the following guidelines will be used:

• Presenters from the following groups are strongly encouraged to submit: AFP Faculty Training Academy/Master Teacher graduates, holders of the IADF diploma, ACFRE, CFRE, AFP Members and reciprocal members.
• To bring new ideas and learning opportunities to the members, AFP encourages and welcomes proposals from new presenters.
• AFP strives to include a percentage of new and International speakers each year.
• Members of the Conference Education Advisory Committee are not eligible to submit proposals while serving on the committee. However, AFP staff reserve the right to pull from the committee if need be.
2.) Eligible Conference Education Topics/Tracks: Sessions at the conference are organized by education tracks. The eight education tracks that we are using in 2015 are as follows:


Finally, our session formats are as follows:

1.) 45 minute impact sessions: data driven, high impact session, delivered similar to TED style. No Q&A component required. 2) 75 minute general educations sessions: standard 50 minutes of content and 25 minutes of Q&A. 3) 105 minute workshop: ideal for how-to interactive sessions, group exercises, panels and longer Q&A component. 4) 30-45 minute walk-in sessions are offered in theaters, which are conducted in the Marketplace on a variety of subjects.

3.) Presentation Submission: All proposals must be submitted online.

4.) Profiles of Presenters: If more than one presenter is involved, the lead presenter should be identified as the contact. However, all required information about the professional qualifications, experience, evaluations and references should be furnished for ALL presenters included in the proposal.

5.) Partnering:

• Panels are encouraged where appropriate. However, panels should be limited to four (4) members. Any changes to the proposed speakers/format must be approved by AFP staff.
• Experienced presenters are encouraged to partner with individuals who have not made presentations at the conference.
• Consultants, vendors, service and/or product providers and are highly encouraged to co-present with practitioner clients, and preference will be given to consultants who include practitioners as co-presenters.

6.) Complimentary Registration:

• Presentations made at the conference are considered contributions to the profession and all related expenses are the responsibility of the presenter/s, however: AFP will provide the presenter/s complimentary registration/s for the day of their presentation
• A reduced registration fee will be offered subject to the presenter(s) meeting all obligations and deadlines as outlined.

7.) Editing and Refining the Proposal: Once submitted, a proposal may be edited by the presenter until the deadline time and date. At deadline time the
online link will be “locked” and no further editing will be possible.

8.) **Undertaking:** All presenters are required to sign and accept the “Speaker Policies” and “Speaker Guidelines” for Presenters and Moderators, which includes among other requirements, the following undertakings:

- Presenters must agree that their session can be recorded and the recordings sold by AFP, with no residual benefit accruing to the presenter/s from the sales.
- Consultants and commercial products/service providers may not promote their company, products or services as part of their presentations. Any use of proprietary information should have an educational value and be provided free of charge.
- Authors may not sell their books, but that does not prevent them from using and referencing their own materials in their presentation. If the whole presentation is based on an author's published book, relevant portions of the text or theories should be made available in original or abridged form as a handout or included on the presentation slides, free of cost.

9.) **Presentation Slides & Handout Materials:** Participants expect to receive handout materials that complement and reinforce the presentations. There are two audiences for the conference presentations; those participants who attend the conference session, and those who will read the materials without attending the session, or even attending the conference. Therefore, it is important that information presented on the slides and in handouts is arranged so that it can be understood by someone who is not in attendance. While they will certainly lose the value of the presentation, they should be able to glean important learning from the materials.

- AFP staff and/or Education Committee members will review the PowerPoint or Keynote slides submitted and may require changes or edits to be made before the materials are posted on the conference website.
- To avoid paper wastage and follow a green policy AFP will post all the screen slides and handouts for every session on the conference website prior to the start conference for attendees to view and print ahead of time.
- AFP encourages conference participants to bring their notebook computers and/or printed copies with them to follow along with the presentations. The contents of each slide should be understandable. The slides and the handout will be posted on the website.
- Only the approved AFP slide format should be used for the presentation. All presenters are required to provide their own laptop. AFP will provide the LCD and screen.
- **While reference to a presenter’s services or products may be included if relevant to a presentation, no commercial offers or product/service promotions should be included in the slide presentation or mentioned verbally at the session. Promotion includes handing out freebies or inviting people to the exhibit booth to obtain more information, or to sign up for prizes.**
- References to published books should be limited to their relevant content. Sale or promotion of books is prohibited. Authors may coordinate book signing events with the appropriate AFP department.
- The presentation slides may not be altered after being approved and posted on
the website. If any information needs to be updated or added to keep the presentation current (new laws or developments in the field, etc.) the changes should be sent to AFP for updates to the web posted material. Requested changes to the presentation slides after the deadline are left to the discretion of the committee and AFP staff—changes are not guaranteed.

10.) Presenter Substitutions or Revisions: Substitution of primary or secondary presenters after the proposal is accepted should be approved by AFP. If emergency or time constraints prevent evaluation of a substitute presenter, AFP reserves the right to cancel the presentation, and/or assign it to another available presenter whose approved proposal is on file.

11.) Proposals On File: Past proposals will not be considered for future AFP International Conferences. Only new proposals submitted each year will be considered for the next conference.

12.) Presentation Day and Time: Presentations are scheduled throughout the conference and presenters cannot be given a preference or choice of time slots or dates.

13.) Proposal Submission Schedule and Deadlines:

- **Proposals must be received by 11:59 p.m. EST on the last Friday of April - preceding the conference. (April 25, 2014)**
- **The EAC will review all proposals from May-June and make their final session recommendations in June 2014.**
- **AFP will advise presenters about the selection of their proposals by late September 2014.**
- **Presenters should submit details of audio visual equipment needs by the last Friday of October preceding the conference. (October 24, 2014)**

Handout materials, including slide presentations are due for posting on the Conference Participants’ website by the last Friday in January preceding the conference (January 30, 2015).
Profile Information

Page 1 of 2

Please note: The person initially completing and submitting the proposal below will be designated the "administrator" of this submission. You will receive at the listed email address the confirmation containing the login information for editing and updating the proposal, and will be responsible for overseeing and disseminating this information to any co-presenters.

Author Role
Lead Speaker
Co-Speaker
First Name
Middle Name
Last Name
Suffix
Title
Email
Work Phone
Phone Ext
Cell Phone
Assistant Email
Fax
Organization
Division
Address
Address2
City
State/Province
Zip Code
Country
Website
Twitter Handle

1 of 20. Certifications [Check all that apply] [REQUIRED]
ACFRE
CFRE
CPGS
FAHP
CAE
AFP Master Trainer
Other
None

2 of 20. I am a [REQUIRED]
Practitioner
Consultant
Other
3 of 20. Brief Biography [REQUIRED]
Please provide a short (not to exceed 250 words) professional biography. The following information should be included:

- Current professional/occupation description
- Summary of positions, businesses and professional accomplishments to date
- Educational qualifications and institutions
- Academic papers, monographs, articles and books published, or being currently written.

Please note: For best results, please type your biography information directly into the text box below. If you would like to copy and paste your information into this area, please remove all formatting and coding before doing so, or first place your copied content into Notepad or another text editor before copying again and pasting into this area below. Please also stay mindful of the word limit.

4 of 20. AFP Conference Presentation History [REQUIRED]

2011
2012
2013
2014
Prior to 2011
Never

5 of 20. Ratings [REQUIRED]
Chronologically list Presenter Ratings received within the past three years from presentations covering as much of the following description as possible:

- Date
- Organization/Event
- Type of Presentation (speech, lecture, course, seminar, panel, etc.)
- Duration (in hours, sessions, days, etc.)
- Role: Lead, partner, panel, etc.
- Topic: Title; sub-title
- Rating: If a formal evaluation was conducted (i.e. 4 out of 5, etc.)
- Comments or name and phone of reference
- Any other

6 of 20. Are you submitting more than one proposal for the 2014 International Conference? [REQUIRED]
Yes
No

7 of 20. Undertaking [REQUIRED]
I understand that if invited to present at the 2015 AFP International Conference I and any identified co-presenters will be required to sign the AFP Standards and Guidelines for Presenters and Moderators agreement. In case of default on my/our part, we acknowledge that AFP reserves the right to withdraw the invitation.

By submitting this proposal I agree to adhere to all submission deadlines listed in
this proposal description, and in case of default acknowledge that AFP reserves the right to withdraw the invitation.

Proposal Information

8 of 20. Proposal Information [REQUIRED]
TITLE (Example: How to Run a Successful Capital Campaign While Keeping the Annual Fund Alive)

9 of 20. Type of Session [REQUIRED]
How to
Interactive
Research Presentation
Case Study
Issues and Current Affairs

10 of 20. Overview of Proposed Presentation [REQUIRED]
Provide a short (not to exceed 250 words) overview of what you plan to cover, and add details specified for the type of session you have chosen from the list below:

• How-to Session: Length of session; session contents; up to four learning objectives for participants
• Interactive Session: Length of session; session contents; up to four learning objectives for participants
• Research Presentation: Length of session; description of the research project (original or supplementary); up to four learning objectives for participants; description of handout materials to be used
• Case Study Session: Length of session; detailed description of the case study (real or hypothetical?), and learning from the same; your role: were you a consultant or participant?; up to four learning objectives for participants
• Issues and Current Affairs: Length of session; detailed description of the issue being addressed; handout materials and next steps; up to four learning objectives for participants

Please note: For best results, please type your information directly into the text box below. If you would like to copy and paste your information into this area, please remove all formatting and coding before doing so, or first place your copied content into Notepad or another text editor before copying again and pasting into this area below. Please also stay mindful of the word limit.

11 of 20. Participant/Audience Experience Level [REQUIRED]
Novice Experience Level
Intermediate Experience Level
Advanced Experience Level

12 of 20. Presentation History [REQUIRED]
Is this an original presentation
If no, how many times has it been presented?
Description of audience
If you have evaluation ratings for this presentation, please provide them here
13 of 20. Speaker Presentation Video
Please provide a link to a video on YouTube or elsewhere, showcasing your presentation skills. Though not required, special consideration will be given to those speakers who provide a video representing a past speaking engagement.

14 of 20. Promotional Paragraph [REQUIRED]
Provide a description of your presentation, not to exceed 150 words, to describe and promote your session. Imagine you are writing the description of a book for the book jacket. The information provided here will be used for promotional purposes should your presentation be selected for 2015. AFP reserves the right to edit this material for length.

15 of 20. Fundraising Roles and Responsibilities Covered [REQUIRED]
Please check all of the roles that you believe this session will address. When you are finished, only those items you selected will appear on your submission. Please click here to view the Roles and Responsibilities document to determine which roles your proposal fits.

Role 1.1 - Prospect Identification
Role 1.2 - Cultivation/Education
Role 1.3 - Solicitation
Role 1.4 - Donor/Volunteer Recognition and Stewardship
Role 1.5 - Gift Management
Role 2 - Management
Role 3 - Advancing Philanthropy
Role 4 - Advancement of the Profession

16 of 20. Education Track [REQUIRED]
Choose the track in which this presentation will be presented. Please select only one.

Advanced Leadership [AT] (ACFRE Approved Sessions)
Career Development [CD]
Donor Relations [DS] (Donor Relations/Stewardship)
Management Trends [MI] (Includes: Management Issues, Trends, Ethics/Professionalism, Public Policy)
Marketing [MKT] (Marketing & Communications)
Major Gifts Tracks [SC] (Special Campaigns Includes: Major Gifts, Planned Giving, Campaigns)
Annual Giving Tracks [AC] (Includes: Annual Giving, Special Events, Direct Response)
Corporations and Foundations Tracks

17 of 20. Preferred Length of Session [REQUIRED]
105 minutes workshop session (These sessions are scheduled for the Monday of conference)
75 minutes general session (These sessions are scheduled for the Sunday-Tuesday of conference)
45 minute impact session (These sessions are scheduled for the Sunday-Tuesday of conference)
30-45 minute Theater session (These sessions are scheduled for the Sunday-Tuesday of conference)

18 of 20. Please indicate which if any of the following Sectors your presentation applies to: [REQUIRED]

You can select up to 3 items
Arts/Culture
Computer Software/Hardware
Consulting
Diversity
Donor Research/Prospect identification
Human Services
FAHP
Education
Management and Administration
Policies
Public Society/benefit
Religion
Research
Salaries
Small Shop
Trends

19 of 20. Do you have a new book (first edition) that will be published in 2015 or early 2016? [REQUIRED]
Yes
No
Unsure / Not applicable

20 of 20. Would you like to submit this proposal to be featured as a Webinar in 2015? [REQUIRED]
Yes
No