About the Call for Proposals

ASAE’s 2020 Technology Exploration Conference (TEC20) will be held December 8-9, 2020 at the Walter E. Washington Convention Center. The Technology Exploration Conference is a high-impact event with keynote speakers, industry experts, educational sessions, one-on-one supplier meetings, a robust exposition, and plenty of fun while fostering connections with friends and colleagues old and new.

TEC20 helps attendees increase their knowledge, develop critical skills, and grow their network. Content addresses inter-departmental strategies that propel associations, large and small, forward and ensures practices keep pace with the changing demands of association technology needs.

ASAE is seeking education proposals that reflect sound adult learning principles and reflect the best thinking in the field, informed by theory, research, and practice.

Priority areas for TEC20 include advanced-level topics on:

- Data Science/Predictive Models at Work
- Ethics of Data Science
- Producing a Complete View of Constituent Engagement
- Digital Marketing
- Data Integration/Systems
- Future of Web Using Analytics for Personalization
- AI/Machine Learning
- Customer experience and journey mapping—putting the customer at the center of IT/Web projects
- Legal and Business Privacy Risks
- Vendor and Client Relationships
- Mobile Technology
- Website Design/Strategy/Development
- Connections between Technology Decisions and Association Business Needs
- Cybersecurity
- What’s New in Infrastructure and Development
- Project Management
- Developing and Using OKR’s
- Hiring vs. Training vs. Retraining
Content Proposed Should:

- Reflect forward-thinking, cutting-edge content, and evidence-based practice
- Present a business case with evidence supported by research or data
- Explore issues important to audiences of varied organizational sizes and types

Instructional Design Should:

- Stimulate and provoke discussion, audience engagement, and outcome-focused design
- Facilitate knowledge transfer and development of new competencies
- Use methods that draw out relevant past knowledge and experiences
- Demonstrate lessons learned

Audience:

- Seasoned IT professionals and association managers
- Emerging professionals looking to improve technology processes and strategy

LEARNING LEVELS
ASAE invites proposals for the Technology Conference & Expo. suited to the following formats:

Learning Lab – Case Study Presentation (1 hour, up to 4 content leaders)
  - A formal presentation highlighting one or more case studies.
Learning Lab—Panel (1 hour, up to 4 content leaders)
  - A discussion presenting perspectives around a specific topic.
Pre-Conference Workshop (3 hours, up to 4 content leaders)
  - Intensive deep learning to build technical knowledge and skills
Tech-Training Seminar (2 hours, up to 4 content leaders)
  - In depth training on a specific tool or technical process

KNOWLEDGE LEVELS
ASAE organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

- **Level 1F - limited or no prior knowledge (foundational):** Courses provide broad information, awareness and understanding of a topic with limited or no prior knowledge or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set, and individuals new to the field before or after a career change.

- **Level 2A - some prerequisite knowledge (applied):** 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, individuals who are mid-level managers and directors in their fields with an established degree of competence, and for those seeking to build on, apply, or enhance existing knowledge.

- **Level 3S - significant expertise, knowledge, and experience (strategic):** 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. This level is appropriate for senior staff, executives, and officers with significant expertise, knowledge, and experience who could be deemed an expert in the field.

**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. All proposals are evaluated on each of the following five criteria:
   - Originality
   - Relevance
   - Program Design
   - Action-Oriented
   - Overall Quality

2. **Program Advisory Committee**
   ASAE will convene a diverse conference advisory committee who will assist in the final program design. 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.

**RULES OF ENGAGEMENT**

- **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals. Upon submitting a proposal, you will receive an automatic confirmation for your records if it was submitted successfully.

- **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together, simply click on the "Start" button below to begin.

- **Limit to one engagement.** ASAE seeks to ensure diversity of thought, and each content leader will be limited to presenting or co-presenting one session only. Be cautious about how many proposals you are included in as a content leader or point of contact. *Exceptions will include preconference workshops and industry sponsored sessions.*

- **The primary point of contact (POC) is the person submitting the proposal.** ASAE will communicate with the POC for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.

- **All proposed content leaders must be listed.** Proposed content leaders will be reviewed by the Program Advisory Committee prior to acceptance, which will include a limit on the total number of content leaders.

- **Use clear, error free language.** Session and workshop proposals require clear and concise titles, persuasive outcomes-focused descriptions in short and long versions, and three action-oriented and well-thought-out learning objectives. ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.

- **Use attributions when appropriate.** Used effectively, quotations can provide important evidence or clarity to explain your session idea. Excerpts used ineffectively, however, without attribution are unacceptable and will result in your proposal being excluded from review or acceptance.
A description of instructional flow/design is required. Peer reviewers look for clear session design that supports the learning objectives outlined in the written description.

Avoid all commercial bias. Except for industry sponsored sessions, content perceived by attendees as commercially biased (including use of client examples or proprietary tools/models) is unacceptable. Therefore, 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 proposal submission. Any submission that is not educational in nature, neutral, unbiased, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.

Be original. We seek to create an exclusive and premiere event for the association community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for ASAE that has not been presented at other ASAE or non-ASAE events in the association industry.

Adhere to published deadlines. If accepted, content leaders must be committed and responsive to working with ASAE to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.

Observe intellectual property rights. POC 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 of any third party. Written documentation of ownership or permission must be provided upon request and is required for all video and television/film related imagery.

All accepted content leaders must register. Each content leader will register through the Speaker Service Center by the required deadline at the reduced rates below and be responsible for all individual travel costs.

- Associations/AMCs/Consultancies $599 Member / $699 Nonmember
- Industry Partners $799 Member / $899 Nonmember

Important Dates

- Call for Proposals Closes: March 17, 2020 at 11:59 p.m. ET
- Conference Session Acceptance Invitations: July 2020
- Content Leader/Speaker Agreements Signed: October 8, 2020
- Session Materials Due: November 8, 2020

If any questions at all, please reach out to Michelle Kudrin, Learning Director, Conferences at mkudrin@asaecenter.org