



## **NAPFA Speaker and Session Call for Proposal**

NAPFA provides a variety of comprehensive professional and business development resources that enhance members skill set, keep them informed on regulatory and economic issues and support business success.

If you have a session that you would like to be considered for a NAPFA event including webinars, regional symposiums, and/or a national conference, please use this document as a guide as you turn your presentation idea into a well-written proposal.

### **Proposals will be selected based on the following criteria:**

- Quality of content
- Clarity of proposal/writing
- Member interest in the topic
- Relevance of content to the profession and engagement during presentation
- Presenter background and experience

### **Overall, our attendees want:**

- Sessions rated intermediate to advanced in content
- Sessions that qualify for CFP® CE
- Sessions that are interactive and engaging
- Access to session PowerPoint, handout, and/or takeaway materials
- Ability to record session so attendees can watch at a later time
- Time for Q&A—10 minutes of Q&A and audience engagement

### **Attendees do not want:**

- Sales pitches or promotion of products or services
- Presentations that do not match the session description
- Sessions that are unorganized and presenters who are underprepared

### **General Tips for Creating a Strong Proposal and Session**

- Be clear, concise and complete with your responses. This will help reviewers gain a clear picture of what you plan to share and do in your session.
- Write a title, description, and learning objectives that are accurate and would draw an audience. If participants read your title and description, would they be interested in attending the session? Would they have enough information to make a decision on whether to attend or not?
- Identify the right content level for your audience. Participants should feel like they are learning something new and working toward advancing to the next level.
- Sessions for NAPFA webinars and events are typically within an hour time slot. Content must be 50 minutes in length and typically has 10 minutes of Q&A for a total of 1 hour.
- We are seeking thoughtful and engaging proposals for sessions on topics most critical to our members that have clear learning outcomes, present intermediate to advanced content, engage the expertise in the audience and address a significant topic/issue.



**To complete the proposal process you will need to submit:**

- **Presentation Title:** maximum 100 characters
- **Presentation Description:** Clear, 3- to 4-sentence overview of the session, including the topics to be covered.
- **Learning Objectives:** Three specific, measurable, simple statements of what participants will learn in the program.
  - “After this session, participants will know/be able to/understand/demonstrate...”
- **Speaker Bio:** maximum 150 words
- **Speaker Credentials**
- **Brief description of what qualifies you to speak on this topic?**
- **Speaker Headshot:** jpeg format
- **Content Level:**
  - Foundational
  - Intermediate
  - Advanced
- **Subject Area**

We will not accept proposals via email.