

# Share Your Secret Sauce: Submit a Successful Conference Speaking Proposal

Chris King

Chief Technologist, TOC and National Speaker

[chris@crklearning.com](mailto:chris@crklearning.com)

@cking6



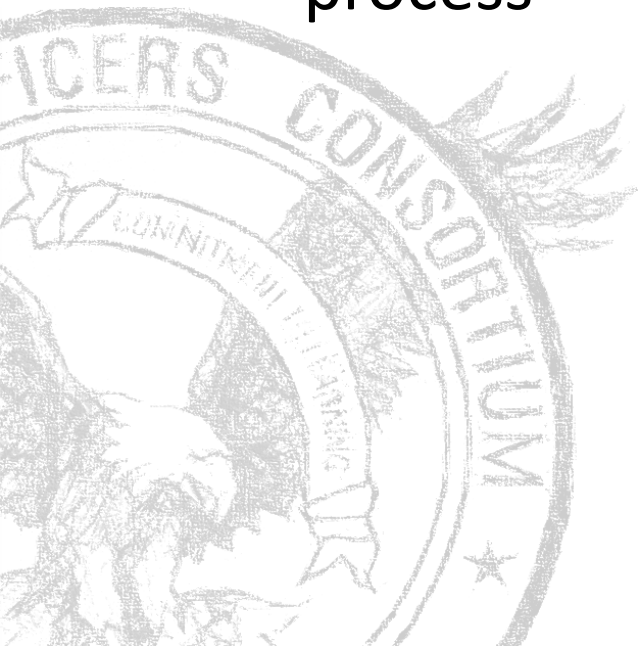
# What I said we'd cover:

- Review practical insights for writing winning proposals
- Explain the proposal selection process
- Describe the benefits of becoming a speaker and how to justify this as a professional development activity to your management

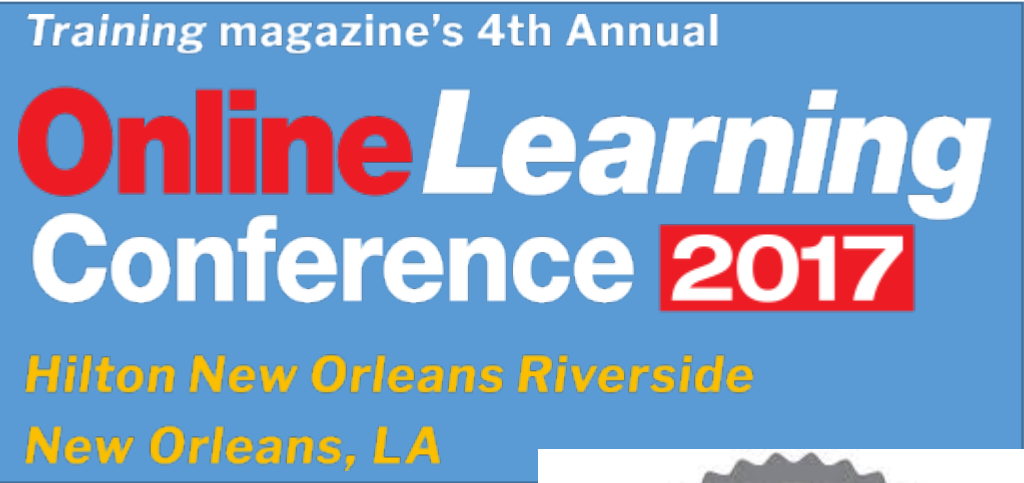


# Why are you here?

- A. Practical insights into writing successful proposals
- B. Better understanding of TOC's own proposal selection process
- C. The benefits of speaking at conferences
- D. Ways to justify these kinds of professional development activities
- E. Head start on my next proposal



# Bond Fides



Honesty and Service®



# Learning Solutions<sup>SM</sup>

CONFERENCE & EXPO

March 27 - 29, 2018 • Orlando, FL

< BACK TO SESSION LIST



## CHRISTOPHER KING

Principal Consultant  
CRK Learning

Chris King, a principal consultant at CRK Learning, has tried it all after 20 years in the business. His hats: trainer, instructional designer, eLearning developer, virtual facilitator, and learning strategist. Chris is an innovator

## PRESENTING

SDD107 | Create a Design Blueprint for Workflow Learning

MB11 | The Current and Future State of Performance Support

# Secrets

1

Pick the right conference

2

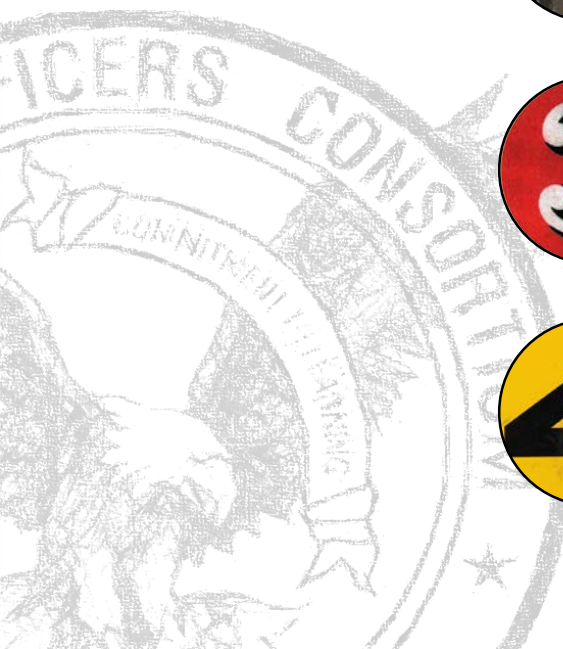
A catchy title is the secret sauce

3

The proposal is NOT the presentation

4

Ask for forgiveness, not permission



# The right conference?

## Small conferences/ symposiums

- TOC
- Local Chapter (ATD-DC; SHRM; PMI; etc.)
- xAPI Cohort Party

## Medium conferences

- National meetings in your agency/discipline
- TLDC

## ATD

- TechKnowledge
- International Conference & Expo

## eLearning Guild

- Learning Solutions
- DevLearn

## Training Magazine

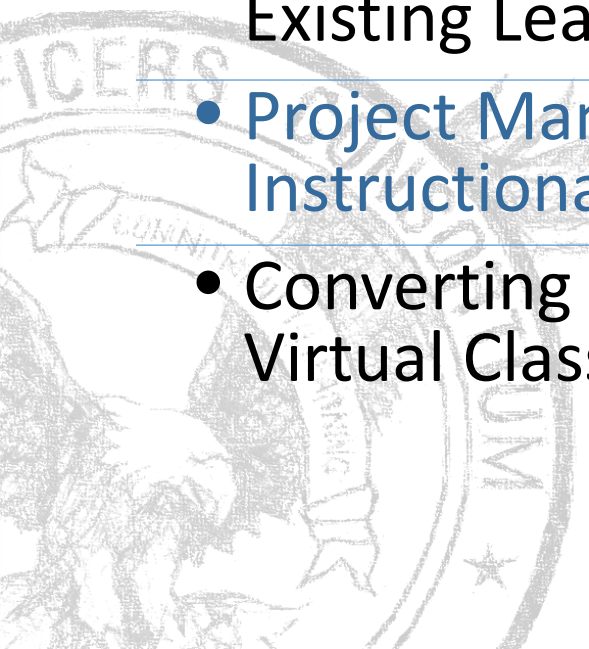
- Training
- Online Learning

## Masie Center

- Learning

# Catchy Titles Make or Break Your Proposal

Which of these sessions would you rather attend?

- Training Metrics, Data Sourcing, Analytics, and Business and Stakeholder Reporting
  - Learning Evaluators' Role: How Effective Are You?
  - Integrating Innovative Informal Learning Techniques with Existing Learning Programs
  - Designing Social Learning: "Informal" Does Not Mean "Unplanned"
  - Project Management for Instructional Designers
  - Don't Learn These Five Project Lessons the Hard Way
  - Converting Traditional ILT to the Virtual Classroom
  - The Agony and the Ecstasy: Converting Traditional ILT to the Virtual Classroom
- 



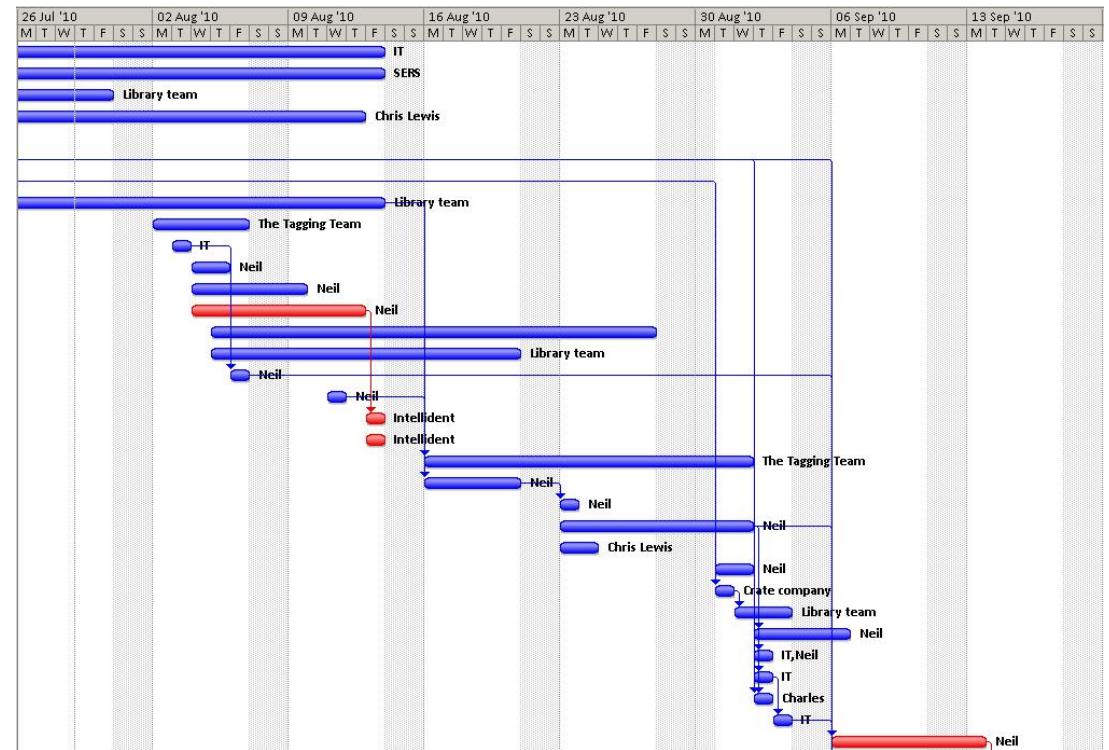
# Proposal, THEN Presentation

Due 8-10 months  
before event

Work with your  
ideas, not your  
inventory

No more than  
1,000-1,500 words  
in total

Session Description  
is hands-down the  
more important  
part



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<https://www.td.org/ice-speaker-information>

<https://www.elearningguild.com/content/175/call-for-speakers/>



# Proposal Section (Generally)

Session Description



Learning Objectives



Delivery Method



Categories, Flags, Topics, Etc.



# Rating Criteria (TOCAI)

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Online proposal application is **submitted on time**

---

Online proposal **application is complete**—all boxes and items filled with data

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Proposal clearly relates to one or more of the **Institute themes**

---

Proposal clearly aligns with one or more of the **Federal ECQ's and related competencies**

---

Proposal written using **correct spelling and punctuation**

---

Proposal features a **catchy, intriguing title** but clearly aligns with themes and ECQ's

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Proposal has **clear objectives** and speaker's objectives are achievable in session

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Description is inviting; **raises curiosity**; makes you want more

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# Rating Criteria (TOCAI)

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Description is **customized to our event**--NOT cut & paste from other event submissions

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Presentation appears to be **interactive**

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Presentation features **case studies** from federal agencies; **success & failure stories**

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Proposal features a **brand new or very timely topic**

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Proposal uses **new technologies** (or technologies in new ways)

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Proposal features **fresh perspective** on familiar topic

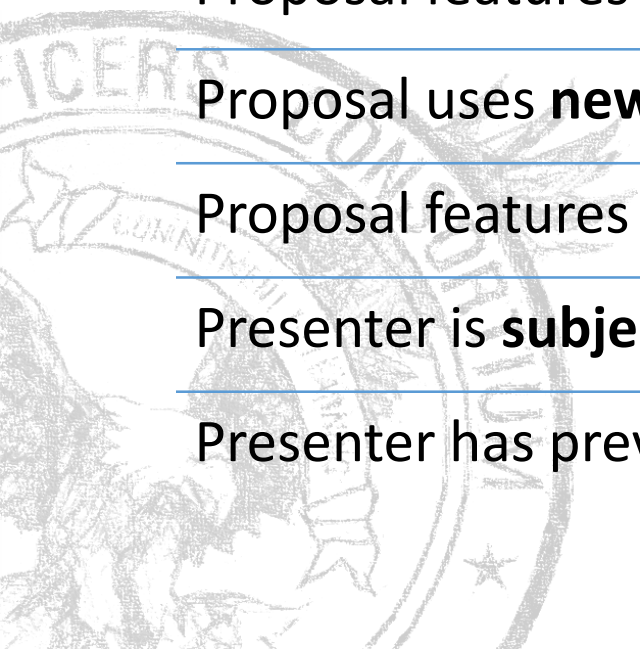
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Presenter is **subject matter expert** for the topic

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Presenter has previously presented other topics at TOCAI with **high evaluation marks**

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# Forgiveness Over Permission

*“Boss, I need to go to ATD-ICE 2019 this coming May here in DC. I’ve been accepted to deliver a concurrent session on Topic AB, which I know the DAC was asking about recently. So let’s plan to re-use my conference presentation for a brown bag session with the agency components.*

*By the way, as a speaker I have a complimentary registration, so the cost of the conference is covered. I just need you to approve the travel for this professional development opportunity which I wrote into my Annual Review. Did you know that 15% of the attendees are Federal employees, and two other components will be there too? Do you want me to conduct market research on that RFP you’ve been working on while I am there?”*

# Here are the steps for submitting

**1** Read the proposal, know the audience

**2** Mark deadlines on your calendar

**3** Write the draft

**4** Let it bake

**5** Revise the draft

**6** Don't forget to QA proposal

**7** Submit it





# Case Study #1



## **What is the suggested title for your session?**

Using Stories in Compliance Training

## **Describe in no more than 70 words the issue or problem that this session addresses:**

People always hate compliance training. Our existing training was meeting the letter of the law, but we found it actually wasn't changing the behavior of our employees. We needed a new approach.

## **Describe in no more than 100 words how this session will address this issue or problem:**

In this session, we'll talk about how we used storytelling to make our content more engaging. We'll share why you should use story examples, what stories we used, how we wrote them, and how we wove them into our content.

## **List at least four things the attendees will gain by attending this session. Complete the sentence "In this session, you will learn...":**

- Why you should use story examples
- What stories we used
- How to write stories
- How to weave them into your content



# Case Study #2



## **What is the suggested title for your session?**

How We Made Our Compliance Training Come Alive

## **Describe in no more than 70 words the issue or problem that this session addresses:**

Every spring, XYZ Bank asked employees to complete a task they dreaded: compliance training. Anti-money-laundering, industry-specific customer service, and branch safety courses were at best seen as a necessary evil and at worst as a waste of time. And while this training was meeting the letter of banking law, it actually wasn't changing the behavior of employees. We needed a new approach—and one that we could build in-house.

## **Describe in no more than 100 words how this session will address this issue or problem:**

In this session, you'll find out how XYZ Bank revitalized its compliance training by leveraging an unexpected technique: storytelling. This case study will tell you how we used real-world stories from the banking world and attention-grabbing writing to draw our employees' attention, show them how this content mattered to their branch work, and help them remember it long afterward. You'll learn how we found the content for our stories, what our development process for writing them was like, and how we reworked our existing courses to focus them around these new story examples.

## **List at least four things the attendees will gain by attending this session.**

### **Complete the sentence "In this session, you will learn...":**

- What sources we found in our company for great example stories
- What kinds of stories worked best for our content
- How we ensured this story-based approach still met banking legal standards
- What data we used to prove to our SMEs that this approach helped improve our branches





# Case Study #3



## **What is the suggested title for your session?**

How CaptiLine Can Help You Create Animated Explainer Videos

## **Describe in no more than 70 words the issue or problem that this session addresses:**

Many people find themselves needing to explain complicated concepts in their courses. Pages of text technically get the job done, but they're tedious to write and even more tedious to learn from. Plus, this approach just isn't that effective, with many people forgetting the content almost immediately after reading it. But what if there were another option for sharing your content in a way that's easier to understand and remember?

## **Describe in no more than 100 words how this session will address this issue or problem:**

In this session, you'll learn how CaptiLine can help you create animated explainer videos—perfect for making your content feel more engaging. You'll explore what makes CaptiLine better than the competition for creating quick and easy explainer videos. You'll then take a tour of the CaptiLine features that make creating this content so easy, including the image library, pre-rendered animations, and audio recording functions. You'll leave this session knowing how to use CaptiLine in an entirely new way to create stunning and effective explainer videos.

## **List at least four things the attendees will gain by attending this session.**

### **Complete the sentence "In this session, you will learn...":**

- What features make CaptiLine best for creating animated explainer videos
- How to leverage CaptiLine's new image library to get started on your video
- What animations are available in CaptiLine to illustrate your content
- How to record and integrate voice-over and background music into your CaptiLine file



# Case Study #4



## **What is the suggested title for your session?**

Using Storytelling to Make Compliance Training Stick

## **Describe in no more than 70 words the issue or problem that this session addresses:**

It's that yearly task that everyone dreads: compliance training. For many, it's an unavoidable chore made even worse by the often boring and tedious way this content is presented. At XYZ Bank, compliance training was meeting the letter of the law, but the bank found that its training actually wasn't changing the behavior of its employees. The team needed a new approach—and one that they could build in-house.

## **Describe in no more than 100 words how this session will address this issue or problem:**

In this case study session, find out how XYZ Bank revitalized its compliance training by leveraging an unexpected technique: storytelling. You'll explore how the team used real stories to draw people's attention, show how the content mattered to their work, and help them remember it long afterward. You'll learn how to identify what content is best suited to a story format, how to find real examples to share, how to craft a fictional scenario that feels grounded in reality, how to make a story stick with a reader, and even how to measure the difference this technique can make in the way people retain information.

## **List at least four things the attendees will gain by attending this session. Complete the sentence "In this session, you will learn...":**

- Why storytelling is so effective for making dry content more engaging and memorable
- Where to start looking for real-world stories related to your content
- What makes a strong story—particularly for sharing information
- What data is most useful for proving a story-based approach is working



# Issues (Fix These!)

Not targeted  
at the  
Audience

It's a pitch

It's all about  
you

Not enough  
information





# Thank you!

[chris@crklearning.com](mailto:chris@crklearning.com)