



# Creating Magic

ACCED-I 31st Annual Conference

March 27 - 30, 2011

## Call for Presentations



Don't miss out on the opportunity to participate in the 31st Annual Conference! Share your knowledge and enthusiasm about the profession with your colleagues by presenting a session in Orlando.

## GENERAL INFORMATION

The ACCED-I Annual Conference is the largest gathering of collegiate conference and events professionals in the world. The conference provides numerous educational opportunities in a variety of program formats: 75-minute special interest sessions, 45-minute mini sessions, and 45-minute roundtable discussions. Attendees come with a wide-range of expertise and experiences. Presentations are focused on the many disciplines in the field of collegiate conferencing and events.

## SESSION TRACKS

The Annual Conference program includes a conference AND events focus. Events members are invited to submit session proposals in the traditional tracks but with an events focus. Each session block will include programs specifically tailored for both conferences and events.

To assist in the development of a balanced educational program, please classify your presentation into one of the tracks and target audience. You are encouraged to expand on the ideas listed.

## SESSION FORMAT

**Special Interest Sessions:** 75-minute traditional presentation, which may include designated group discussion time. Sessions should be presented as a flexible model that can be adapted to any institution. However, we will accept a few institutional case studies. If you are submitting a case study, please designate it as such.

**Mini Sessions:** 45-minute presentation, developed for presentations that do not require the amount of time slated for special interest sessions.

**Roundtable Discussions:** 45-minute opportunity to trade thoughts, procedures, and strategies with peers on a topic. These discussions foster a broader awareness of the topic and allow for the adoption of practical solutions.

## SELECTION PROCESS

The Annual Conference Program Committee reviews and selects programs that demonstrate the greatest potential for contributing to the quality of the conference. The committee looks for presentations that represent the various roles of the collegiate conference and events profession and are dedicated to the development of a program that is of interest to advanced, middle, and entry-level professionals. Over 40% of ACCED-I attendees have more than 10 years of experience in the industry. Special consideration will be given to proposals that are geared toward this group. Individuals submitting proposals will be notified about the status of their proposals by August 31, 2010. Proposals may be selected for a presentation format other than that which is proposed.

## SELECTION CRITERIA

All submissions will be judged on the following criteria:

- Overall quality
- Relevance to the collegiate conference & events profession
- Timeliness of topic
- Audience appeal
- Well-defined focus of presentation
- Application of the material
- Professional background and speaking experience of presenter(s)

## BENEFITS OF PRESENTING

- Enhance your professional visibility
- Gain valuable knowledge
- Shape the future of your profession
- Network with your colleagues
- Share your own knowledge and solutions
- Earn credit toward your CCEP Certification

We expect our educational sessions and presenters to share knowledge, research, and experiences. Sessions are NOT an opportunity to promote specific products or services.

## ADDITIONAL REQUIREMENTS

All session presenters must register for at least one day of the conference and are strongly encouraged to register for the entire conference. Guest rate does not apply. Corporate members must be registered as an exhibitor and/or sponsor of the 31st Annual Conference.

**Session presenters are NOT reimbursed for registration or expenses to attend the conference.**

## Session Tracks for Conferences

### **Business Management/Operations**

Focuses on the operations side of collegiate conference management. Topics may include:

- financial planning
- budget development
- generational issues
- benchmarks
- contracts
- risk management and assessment

### **Industry Trends**

Speaks specifically to the trends in higher education and/or the hospitality industry. These sessions concentrate on an overview of the current status and will provide foresight and planning for the future. Topics may include:

- food services
- technology
- economics
- sustainability
- student staff

### **Marketing/Business Development**

Focuses on developing, managing, and marketing collegiate conference programs. Topics may include:

- strategic development
- advertising
- program development
- trade shows
- marketing plan
- social media and networks

### **Conference Logistics**

These sessions focus on the technical and logistical needs of conferences, from scheduling to training staff. Topics may include:

- execution logistics
- scheduling and reservations
- working with other departments

### **Housing**

Focuses on the housing operations side of collegiate conferences. Topics may include:

- nuts & bolts of the conference housing operation
- sports camps & youth conferences
- operation/systems (keys, linen, amenities, etc)
- student staff training
- risk management/legal issues
- contracts
- marketing
- budgeting
- leadership
- transition
- working with other areas of campus
- recruitment and retention

## Session Tracks for Events

### **Business Management/Operations**

Focuses on the business aspects of collegiate events management. Topics may include:

- contract negotiations
- budget development
- risk management and assessment
- funding
- communications
- human resources management

### **Industry Trends**

These sessions concentrate on an overview of the current status of the collegiate event industry and will provide you with tools to plan your role within your institution. Topics may include:

- current practices
- technology
- economics
- political events
- event trends
- scheduling

### **Marketing/Business Development**

Focuses on developing, managing, and marketing collegiate event programs. Topics may include:

- strategic alliances
- advertising
- concerts, shows, festivals, conferences
- trade shows
- marketing plan
- social media and networks

### **Event Logistics**

These sessions focus on the technical and logistical needs of events, from rentals to crews, plumbing to parking. Topics may include:

- execution logistics
- scheduling and reservations
- filming and photography
- technical services
- protocol issues

## Session Track for BOTH Conferences & Events

### **Personal/Professional Growth**

Covers items of interest to collegiate conference and events professionals that are related to professional and personal development. Topics may include:

- career planning
- problem solving
- conflict management
- ethics
- peer consultations
- presentations/public speaking
- work/life balance
- effective communication

# INSTRUCTIONS FOR PROPOSAL SUBMISSION

Submit proposals via email attachment to [Diana@acced-i.org](mailto:Diana@acced-i.org) or online at [www.acced-i.org](http://www.acced-i.org).

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Email: [Diana@acced-i.org](mailto:Diana@acced-i.org)

Please provide information pertaining to the following eight items as requested. Incomplete proposals will not be considered.

## 1. Title of Proposed Session

## 2. Primary/Coordinating Presenter

- name
- title
- institution
- address
- city/state/zip
- phone/email

## 3. Co-Presenter(s)

- name
- title
- institution
- address
- city/state/zip
- phone/email

## 4. Session Format

- Special Interest Session
- Mini Session
- Roundtable Discussion

## 5. Proposed Track (choose the one that best fits your presentation)

- Conferences - Business Management/Operations
- Conferences - Industry Trends
- Conferences - Marketing/Business Development
- Conferences - Conference Logistics
- Conferences- Housing
- Events - Business Management/Operations
- Events - Industry Trends
- Events - Marketing/Business Development
- Events - Event Logistics
- BOTH Conferences & Events - Personal/ Professional Growth

## 6. Session Description

Maximum of 100 words to appear in the promotional online program brochure

## 7. Learning Objectives

List three learning objectives.

Objectives must be clear, concise, measurable indicators of what the participant will learn by participating in the session. Learning objectives describe exactly what knowledge, skills, and/or aptitudes the participant will be able to demonstrate as a result of attending the session.

Example: Participants will: 1) Learn the key areas of conference and events risk management 2) Understand how a comprehensive risk management audit is developed 3) Be able to administer the audit at their institution

## 8. Additional Session Information

Provide other pertinent information for inclusion in final program including:

- target audience level, choose one: entry, mid, advanced, or all
- issues
- conclusions

### ***For more information, please contact:***

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