

Resources

[Home](#) > [Resources](#)

Getting Selected: 8 Tips for Crafting Engaging Learning Sessions for ASAE

November 16, 2015

By: Michael Cummings

Summary: Whether you're a seasoned speaker or a "newbie," it is essential to craft your speaking proposals with your audience, as well as your presentation's key takeaways, in mind. The payoff: More speaking engagements on your calendar.

Rating: [Rate This Item](#)
[0 Comments](#)

Have you ever submitted a proposal to be a content leader at ASAE events? Would you like to? Whether you're attracted to conducting educational sessions because you wish to share your knowledge with your peers, because you're a committee or council volunteer and have a responsibility to submit, or because you are seeking to build your professional reputation, how you approach the proposal process is critical.

While the idea for your proposed learning session is, of course, essential, sometimes an idea is not enough. The eight tips that follow will help you craft a winning session proposal for ASAE or any other organization.

1. There Are Meetings Other Than Annual

ASAE delivers hundreds of Learning Labs at many events—including the [Great Ideas Conference](#); the [Marketing, Membership & Communications Conference](#); the [Technology Conference & Expo](#); and the [Finance, HR & Business Operations Conference](#)—as well as numerous virtual lunches. Often, a well-received virtual session or a live session at a more topically focused conference can help you establish a reputation as a quality speaker and pave the way to the ASAE Annual Meeting & Expo. If you are unsure about which conference is appropriate for your concept, you can review prior years' programs.

2. Who Will Attend Your Session?

It is important to read the request for proposals carefully, ponder the theme of the upcoming conference, and tailor your idea to that conference's attendees. Ask yourself questions such as "What department does my audience work in?" and "How far along in their career are they?" Once you identify who will benefit from your session, you can craft it accordingly. If you wish to do some field research on interest in your topic, consider using Collaborate to solicit feedback from your proposed audience and then build it into your proposal.

3. What Will Attendees Learn?

While unique session formats are fun and engaging, never lose sight of the fact that ASAE sessions are educational in nature and that many folks are attending sessions for certification credits. If you're unsure of your proposed session's educational merit, consider discussing it with ASAE staff.

4. Identify Your Speakers in Your Proposal

Submit as fully formed a session as possible in your proposal, including identifying your speakers. If you're a consultant, take special care to include at least one association executive.

5. Create Your Submission Document Offline

Before you dive into ASAE's online submission form, review the RFP carefully and write a draft in your preferred word-processing software. Technology mishaps can occur, and nobody likes losing their brilliant ideas before they have the chance to press "submit."

6. Submit, Then Sit Tight

The makeup of conference-selection committees varies from conference to conference, but keep in mind that great session proposals far exceed the number of session slots. If your session was not selected, do not hesitate to get feedback from ASAE staff and consider revising your submission for another conference or virtual lunch.

7. Practice Makes ... Great Evaluations

Congratulations! Now get to work. Hold meetings or calls with your co-presenters two, three, even four times. Getting selected is an achievement, but receiving a high evaluation score from your session's attendees will ensure that you build a great reputation with your peers.

8. Deliver on the Promise of Your Session

Eight or nine months may pass by between the time you submit your proposal and the conference. It can be tempting to introduce new ideas and concepts into your session, but it is essential that you stick with the content description you provided to ASAE because that is what attendees of your session will

expect. If you ever feel that you are veering off the original topic idea, refer back to the published session description for a gut check.

For more information on upcoming ASAE events and RFPs, please visit www.asaecenter.org/speakers.

Michael Cummings is the principal of [Tate/Cummings](#), a partner in [Deco](#), and the vice chair of ASAE's Communication Section Council. Email: mcummings@tatecumplings.com

Learn More: Webinar

Michael Cummings and ASAE University's Megan Denhardt, CAE, presented a webinar, "[Crafting Engaging Educational Sessions for ASAE](#)" in September 2015.



Simply click on a star to rate this item.

Comments:

[Write A Comment](#)

[Top ^](#)
[To Articles Index](#)
[To ASAE home](#)

ADVERTISEMENT

WHY DO ASSOCIATIONS CHOOSE US?

Let them tell you in their own words.
Liberty Mutual Auto and Home Insurance

[FIND OUT MORE >](#)

 **Liberty Mutual.**
INSURANCE
AUTO | HOME

