

ASTD 2010 International Conference & Exposition

Submission Planning Worksheet

The following are the fields you will complete to submit a proposal in the online system. Included with each are the requirements and a sample of how the requirements could be met.

Title: Limit to 10 words. Use title case; avoid quotation marks, trademarks, and acronyms. The title should be descriptive of the topic and capture attention without being too wordy. Long titles will be edited by ASTD.

Sample 1:

A Passage to India: Lessons from a Successful Project Partnership

Description: A succinct description of your session and the benefits to the learner. (maximum of 2,000 characters, including spaces) Focus on what will be covered in the session and what makes it of interest and value to the learner rather than a lot of general information about the topic. References to the speaker and his/her books and accomplishments should be reserved for the speaker bio, not the description. Be sure to use proper citations for research and other references to support validity. Engaging a client as co-speaker who can attest to the value of the model, process, etc. would also strengthen the proposal.

Sample 1:

The global economy has created cost-effective partnering opportunities for your online course design and development projects. While you may be attracted by the prospects of realizing significantly reduced project development costs, you may also be concerned about how to execute your project when off-shoring the work. Before taking this step, you must consider the critical success factors for a successful project. In this interactive case study session, you will learn how two organizations evolved an effective partnership for the design and development of interactive web-based courseware. Learn how conventional instructional design project considerations are affected when working with a service provider based in India. More importantly, learn how these challenges may be complicated in new ways by the business and cultural differences

Learning Objectives: How will the learner be able to apply your session content back on their job? (Maximum of one-three objectives) ASTD attendees cite application as one of the most important aspects of conference education. Lack of it results in poor evaluations. Conference sessions should provide tangible learning that the participant can take back and use in their real world. Objectives should also be realistically achievable in the session timeframe.

Sample 1:

Identify and mitigate potential project issues and risks when working with an off-shore vendor;
Organize instructional design projects effectively and adapt processes appropriately to address cultural differences.

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Delivery Methods: Briefly explain how you will conduct the session. Keep it simple and clear but provide enough detail that reviewers can clearly visualize your session. Limit PowerPoint usage and find ways to make the session interactive or experiential to anchor the learning. (Maximum of 2,000 characters including the spaces)

Sample 1:

The presentation will be highly-interactive and have minimal PowerPoint slides. Ideally, tables can be used to organize participants in to smaller discussion groups. Participants will complete an ice-breaker to set up the session, one that illustrates cultural differences. The co-facilitators will use the case study method (handouts provided to participants or at each table) for the majority of the session; the session will be organized around 3-4 scenarios with the case study to provide participants with a representative selection of the needs and challenges likely to be encountered at various points during the instructional design and project lifecycle. Session participants will be actively engaged in each section through group brainstorming and discussion during each section of the case study. Participant input will be captured and displayed using an electronic whiteboard. To conclude each section, the co-presenters will share their individual and collective insights in to the issues and questions raised during the discussion. The last 15 minutes will be used for open questions. An internet connection is required.

In addition to the above text fields, you will be asked to select the following categories from menus. These additional elements are designed to focus the session content even more and help the potential participant make a choice of sessions to attend.

Duration: 75 or 90 minute concurrent session; half- or full-day preconference workshop

Format:

- Concurrent Session—covers all conference sessions.
- Innogizer---highly experiential sessions which incorporate movement, dance, music, improvisation, games, etc. (90 minutes).
- International Perspectives—sessions by speakers from outside the USA and/or with global content beneficial to participants from around the world.
- Panel—a moderated presentation and discussion with several experts in the specific topic
Preconference Workshop—half- or full-day content formatted in a workshop style geared toward a smaller group of participants with significant interactivity and skill building.
- View from the CLO—sessions conducted by Chief Learning Officers highlighting key initiatives and projects in their organizations and sharing both successes and challenges.

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Track: Choose one of nine tracks.

Facilitating Organizational Change
Leadership and Management Development
Learning as a Business Strategy
Learning Design & Facilitation
Learning Technologies
Measurement, Evaluation, and ROI
Performance Improvement
Personal Development
Talent Management

Learning Approach:

Case study
Experiential learning
International perspectives
Industry leader (this choice would cover Legends, gurus, CLOs, etc.)
Innovation/trend

Target Audience:

Executive
Director/manager
Internal practitioner
External consultant
Designer
Facilitator/trainer
Sales Trainer/Coach/Consultant

For the above sample, the following choices were made:

Sample 1:

Format: Concurrent Session
Duration: 90 minutes
Track: Learning Technologies
Learning Approach: Case Study
Target Audience: director/manager

See next page for Sample 2

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Sample 2: This proposal was well-done and required only a few minor edits as seen below.

Format/Duration: 90 minute concurrent session

Track: Learning Design & Facilitation

Learning Approach: Experiential Learning

Target Audience: Designer

Title: Alien Invasion: Creating Effective Training Programs for Millennials

Description:

Have aliens invaded your training room? The influx of Millennials into our workforce has left trainers and designers everywhere looking for ways to create programs that meet the needs of this highly active, constantly changing group. After learning the tools in this ~~powerfully~~ engaging session, you will be able to create training programs that captivate the Millennial generation while keeping them “plugged-in” to your training and your organization. Join ~~our dynamic speaking duo~~ **the speakers** who represent years of experience in training design and delivery with an insider’s insight into the Millennial generation.

Learning Objectives:

~~Examine~~ **Identify** the characteristic training needs of the Millennial generation.

Design a training program that meets the unique training needs of the millennial generation.

Delivery Methods:

This session will include a variety of delivery methods including dynamic activities such as:

1. Splitting into groups and drawing a picture on flip-chart paper of a “typical” Millennial as means of learning about the characteristics of the Millennial generation.
2. An interactive game in which participants brainstorm and explore teaching methods particularly effective with the Millennial Generation.
3. Creation of a “Training Millennials Toolbox” in which participants capture the ideas and tools offered in the session into a usable take-home tool.

In addition, visual aids will be provided to participants in the form of:

1. Well-designed and visually appealing participant handouts which reflect the tips related to design and layout of training materials for Millennials.
2. Creative posters and displays which in their own design reflect workshop content and incorporate the strategies for training Millennials.
3. Limited use of PowerPoint as an additional method of delivering instructions to participants. PowerPoint will be used minimally to deliver session content.