

# NPE Speaker Application Process and Proposal Guidelines

## Application Process

Submissions are evaluated by our NPE Education Advisory Board and NPE Conference team. If selected, you will be notified by our NPE Conference team and given next steps and additional information to help you prepare your presentation, including speaker agreement, PowerPoint templates and Educational Handout guide.

## Important Upcoming Dates:

- **Call for Speakers Opens:** March 6, 2023
- **Call for Speakers Closes:** May 5, 2023
- **Speaker Proposals Reviewed by Advisory Board and NPE Team:** Early June 2023
- **Speakers Selected and Notified:** the beginning of July 2023

## Session Proposal Guidelines

- NPE 2024 is only able to accept brand new, unique, and fresh topics (no recycled/outdated content), built around the most up-to-date data, trends, and proven approaches to help paving and pavement maintenance professionals solve pain points or tap into new growth opportunities.
- **Theme:** We are accepting speaker proposals structured within these themes:
  - Business Operations
  - Communications and Collaboration
  - Leadership
  - Paving and Pavement Maintenance Insights and Best Practices (incorporates Crack Sealing, Concrete, Sweeping, Striping, Infrared & Paving)
  - Sales and Marketing Strategies
  - Talent, Retention, Training and Professional Development
  - Technical Training (incorporates Crack Sealing, Concrete, Sweeping, Striping, Infrared & Paving)
  - Technology - Leveraging Technology for Success
  - Workplace Safety

***Please align your proposal with a relevant theme and select a track that your theme can fit into.***

- If there are additional themes that you believe should be considered, we encourage you to please submit your idea for consideration using the last option "Other."
- Use spell check to correct spelling and grammatical errors. Please **DO NOT** submit your proposal in all CAPS. ***Suggestion: Create proposal in a Word document, spell check, then cut and paste into the proposal form.***

- **Title:** Your title should entice others to attend your session or workshop; it should be descriptive and give attendees a clear idea of what will be presented. Please try to include keywords, themes or topics covered. **Please note, titles must be fewer than 10 words.**
- **Description:** The description provided should be used as a guide for the development of your educational course and be a minimum of 3-4 sentences. Please be concise and specific to the industry, including what attendees will learn and take away from your presentation. Please write as you would have it appear in the conference program agenda, in third-person, present tense.
- **3 Key Learning Objectives:** Please include a measurable verb (e.g., describe, design, assess, apply, explain, analyze, evaluate, estimate). A good rule to follow is starting all your learning objectives with a sentence such as: “This session will help participants \_\_\_\_\_.”
- **Please identify the target audience’s learning level:** Early Career, Mid-Career, Experienced Executive, Universal Audience
- Submissions that emphasize interactivity, hands-on training and active engagement of the audience will be prioritized.
- **Before submitting your session,** please remember the following:
  - To ensure that we are delivering only informative and educational experiences in our Conference programming, NPE **does not** allow promotion of product and services in any of the NPE Conference sessions. Please refrain from including any marketing/advertising related to your business in your submission.
  - It is extremely important to come prepared to your session or workshop. A complete PowerPoint presentation with slides, as well as an educational handout, that supports the theme being discussed is key for audience participation and understanding.
  - Contests and promotions in exchange for product and services are not allowed. This includes, but not limited to text, cell, phone, Facebook (or other social platforms or email) before, after or during your presentation.
  - By submitting this form, you agree to conduct your presentation in a structured, informative manner.

#### **Speaker Commitments:**

- Selected speakers will be required to include an educational handout of at least 4 pages that follows NPE’s template. NPE will not be able to print PowerPoint presentation slides or promotional literature.
- A PowerPoint slide deck template will be provided to selected speakers and must be used to ensure NPE presentations are uniform.
- Speakers are expected to meet all deadlines for submission of materials and information related to their sessions and/or workshops, as outlined in the Speaker Welcome Kit. ***Failure to submit materials may result in a re-evaluation of honorarium and/or participation at the conference.***

- NPE retains the right to modify titles, descriptions and bios during copy editing for marketing purposes, taking care not to alter the intended meaning.
- If selected, NPE speakers must announce that their educational handout and post-presentation evaluations can be found on the conference app. Further direction, scripts, and templates provided to assist with this.