SAMPLE SUBMISSION FORM

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

STEP 1. PERSONAL DETAILS

All “Personal Details” questions will appear for each presenter. Be sure to collect the information you need for each in advance, before you begin your submission online. All co-presenters must be submitted for consideration and approval.

All personal contact information will be suppressed for the Peer and Advisory Committee review processes.

For sessions with more than one content leader, the person submitting the proposal will serve as the primary point of contact (POC) for all communications and notifications. If a change of POC occurs, please alert ASAE.

CONTACT INFORMATION

First Name: _____________ Last name: ___________ Credentials (if applicable): _______

Job Title: _______________________________________________________________

Organization: __________________________________________________________________

Email: ______________________________

Office Phone: ______________________ Mobile Phone: __________________________

Personal Twitter Handle: ___________________ Org Twitter Handle: ________________

Website: ______________________________

YEARS OF ASSOCIATION EXPERIENCE:

☐ 1-5  ☐ 16-20  ☐ 31+
☐ 6-10  ☐ 21-25  ☐ Unspecified (opt out)
☐ 11-15  ☐ 26-30

POSITION LEVEL:

☐ For-Profit
   CEO/President/Owner/Partner
☐ Association CEO/Executive Director
☐ Association C-Level, Executive Team, VP
☐ Association Director
☐ Association Manager
☐ Association Employee (non-manager)
☐ Other
**ORGANIZATION TYPE:**

- AMC (Association Management Company)
- Association Foundation
- Business Partner/Supplier
- Consultant
- CVB (Visitors Bureau)
- Credentialing Organization
- Trade Association
- Federation of Associations
- Hotel, Convention Center or Hospitality Industry
- Philanthropic/Non-Profit/Charitable/Foundation Organization
- Professional Association

**BIOGRAPHY**

Please provide a short biography (limit 150 words) in paragraph format that describes your association experience and expertise as it relates to the subject of this proposal. **Note: This information will be suppressed for the Peer Review.**

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

**PROPOSALS | PRESENTATIONS | PAST SPEAKING EXPERIENCE**

Did you submit a proposal for MMCC in the past two years? Yes/No

Did you present at MMCC in the past two years? Yes/No

Please describe any past teaching, presentation and/or speaking experience, either with ASAE or another organization.

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

**COMMERCIAL INTEREST DISCLOSURE**

ASAE requires that any person in a position to influence or control content disclose all relevant financial relationships and/or commercial interests at the time of proposal submission. If selected, ASAE trusts that content leaders will avoid commercial bias in both presentation and content materials.

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________
INVITATION TO SELF-IDENTIFY

In principle and in practice, ASAE values and seeks diversity and inclusive practices within the association management industry. ASAE Learning aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program speakers, faculty, and content leaders that maximize engagement across identity groups and professional levels.

Note: The following demographic questions are designed for you to self-identify and will be used for statistical reporting only without attribution to individuals. This information will be suppressed for the Peer Review and Committee Review and will not impact selection in any way. To opt out of any question, select “Unspecified”.

AGE
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Unspecified (opt out)

GENDER
- Female
- Male
- Transgender
- Unspecified (opt out)

RACE/ETHNICITY (Select all that apply)
- African American/Black
- American Indian/Native American
- Asian
- Hispanic/Latino
- Native Hawaiian/Other Pacific Islander
- White/Caucasian
- Self-identification: ____________________
- Unspecified (opt out)

SEXUAL ORIENTATION
- Bisexual
- Gay
- Heterosexual
- Lesbian
- Unspecified (opt out)
STEP 2. PROPOSAL INFORMATION

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Spell check and grammar that helps readability and comprehension.

Priority is given to new program content that is unique to MMCC.

LEARNING FORMATS & LEVELS
Which learning format best suits this session proposal?

☐ Learning Lab—Case Study Presentation (60 minutes)
☐ Express (30 minutes)

KNOWLEDGE LEVEL THAT IS BASED ON THE CONTENT & DESIGN OF THE SESSION
Knowledge levels relate to requisite learner knowledge, session format, engagement techniques, and complexity of the learning objectives.

☐ Foundational
☐ Applied
☐ Strategic

NUMBER OF PROPOSED CONTENT LEADERS* FOR SESSION
*Please plan ahead and engage the needed number of content leaders relative to the format, instructional design/flow and length of session.
Including yourself, if applicable, how many content leaders are proposed for the session?

☐ 1 ☐ 2 ☐ 3 ☐ 4

SESSION TITLE & DESCRIPTION
Please describe the overall focus and goal of the session, including key points and supporting topics. If selected, the description below will be modified and used in the marketing brochure, app, and website.

NOTE: Do NOT include content leader, company, or product names anywhere in the session description.

SESSION TITLE (LIMIT 10 WORDS)
_______________________________________________________________________
_______________________________________________________________________

SHORT SESSION DESCRIPTION (LIMIT 50 WORDS) Pitch this session to attendees in just one sentence!
LONG SESSION DESCRIPTION (LIMITED TO 150 WORDS)

LEARNING OUTCOMES
To help bring the content to life and make it actionable, please clearly define the new knowledge, skills, and abilities session participants will be prepared to apply back at the office following your session. We recommend you start with a measurable verb* one might use to assess learning outcomes and complete this sentence: After attending this session, attendees will be able to...

Takeaway 1:

Takeaway 2:

Takeaway 3:

*Note: Action Verb List included (end of document)

INSTRUCTIONAL DESIGN/FLOW
The design of instructional flow is essential to effective learning experiences. How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instruction that go beyond lecture/Q&A are strongly encouraged. Please be specific.
PRIMARY TOPIC AREA
Which primary topic area best describes the focus of your proposed session? (Select only one)

☐ Marketing & Branding
☐ Member Recruitment
☐ Member Service & Retention
☐ Communications
☐ Governance

AUDIENCE
While we know that people from many backgrounds may gain value from your proposed session, consider the primary audience that will most benefit. Please refer back to the knowledge level, career theme, and other above items as appropriate to respond effectively to the below questions.

TARGET ORGANIZATION SIZE: (SELECT ONE)

☐ Small (1-9 staff)
☐ Mid-size (10-49)
☐ Large (50+)
☐ Any size

TARGET POSITION LEVEL: (SELECT ONE)

☐ For-Profit CEO/President/Owner/Partner
☐ Association CEO/Executive Director
☐ C-Level, Executive Team, VP
☐ Director
☐ Manager
☐ Employee (non-manager)
# ACTION & MEASURABLE VERBS FOR LEARNING OUTCOMES

*Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills*

<table>
<thead>
<tr>
<th>Foundational</th>
<th>Knowledge Level: The successful student will recognize or recall learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>list</td>
<td>record</td>
</tr>
<tr>
<td>state</td>
<td>define</td>
</tr>
<tr>
<td>name</td>
<td>relate</td>
</tr>
<tr>
<td>tell</td>
<td>recall</td>
</tr>
<tr>
<td>recall</td>
<td>repeat</td>
</tr>
<tr>
<td>label</td>
<td>select</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comprehension Level: The successful student will restate or interpret information in their own words.</th>
</tr>
</thead>
<tbody>
<tr>
<td>explain</td>
</tr>
<tr>
<td>translate</td>
</tr>
<tr>
<td>identify</td>
</tr>
<tr>
<td>restate</td>
</tr>
<tr>
<td>discuss</td>
</tr>
<tr>
<td>tell</td>
</tr>
<tr>
<td>reference</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applied</th>
<th>Application Level: The successful student will use or apply the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>apply</td>
<td>sketch</td>
</tr>
<tr>
<td>use</td>
<td>solve</td>
</tr>
<tr>
<td>practice</td>
<td>construct</td>
</tr>
<tr>
<td>demonstrate</td>
<td>conduct</td>
</tr>
<tr>
<td>complete</td>
<td>dramatize</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Analysis Level: The successful student will examine the learned information critically.</th>
</tr>
</thead>
<tbody>
<tr>
<td>analyze</td>
</tr>
<tr>
<td>distinguish</td>
</tr>
<tr>
<td>differentiate</td>
</tr>
<tr>
<td>appraise</td>
</tr>
<tr>
<td>calculate</td>
</tr>
<tr>
<td>experiment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic</th>
<th>Synthesis Level: The successful student will create new models using the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>develop</td>
<td>revise</td>
</tr>
<tr>
<td>plan</td>
<td>formulate</td>
</tr>
<tr>
<td>build</td>
<td>propose</td>
</tr>
<tr>
<td>create</td>
<td>establish</td>
</tr>
<tr>
<td>design</td>
<td>integrate</td>
</tr>
<tr>
<td>organize</td>
<td>modify</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Evaluation Level: The successful student will assess or judge the value of learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>review</td>
</tr>
<tr>
<td>justify</td>
</tr>
<tr>
<td>assess</td>
</tr>
<tr>
<td>defend</td>
</tr>
<tr>
<td>report on</td>
</tr>
<tr>
<td>investigate</td>
</tr>
</tbody>
</table>