Call for Proposals

Call for Proposals Now Open for the 2021 ASAE Marketing, Membership & Communications Conference

Deadline for Submission: September 25, 2020

SUBMISSION GUIDE

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The Marketing, Membership & Communications Conference (MMCC) is the can’t miss event for association professionals looking to improve their marketing, communications, and membership strategies and learn about new technologies and trends to enhance their business in our current COVID-19 environment.

The 2021 conference will be a hybrid event, with both a virtual and face-to-face component to ensure the entire community can participate.

AUDIENCE

- Conference attendees seek innovative content and learning opportunities that reflect current challenges, solutions, concepts, and trends in the marketing, membership, and communications industry within the context of the current pandemic environment.
- Attendees of this conference are management level, executive staff from associations and companies of all sizes. They are responsible for decisions that affect membership, marketing, communications, technology, and component relations.

INSTRUCTIONAL DESIGN

ASAE Learning seeks proposals that reflect sound adult learning principles and reflect the best thinking in the field, informed by theory, research, and practice. To deliver exceptional learning experiences, preference may be given to proposals that demonstrate an ability to:

- Reflect innovation and cutting-edge content
- Target new, mid-career, or seasoned professionals
- Stimulate and provoke discussion and audience engagement
- Facilitate knowledge transfer and development of new competencies
- Provide diverse approaches for different types of learners
- Present a business case with evidence supported by research or data
- Provide concrete examples and relevant takeaways that can be utilized immediately
- Use methods that draw out relevant past knowledge and experiences
- Motivate learners with goal- or outcomes-focused design
- Demonstrate relevance of lessons through “real-life” case studies as they relate to current business environment.

TOPIC AREAS/CONTENT FOCUS

As you plan your proposal submission, please consider the topic areas listed below which have been identified as potential focus areas for the conference program. Please also
consider how COVID-19 has impacted your area of focus and think about how you can provide guidance on navigating our “new normal”. While proposals may address more than one area, you must select one which fits best. The example topics below are intended to help you develop ideas, but we welcome and encourage additional ideas as well as encourage submissions that highlight how organizations have pivoted in these areas.

Marketing and Branding

- Content Marketing
- Customer Experience
- Data
- Demand Generation
- Digital Revenue Generation
- Influencer Marketing
- Marketing Metrics & Analytics
- Product Management
- Product Positioning
- Promotion & Advertising
- Retargeting
- Small Staff
- Social Media Platforms
- Website Development

Member Recruitment

- Diversity and Inclusion
- Member Benefits
- Member Dues
- Member Value Proposition
- Membership Models
- Prospecting & List Generation

Member Service & Retention

- Building Communities
- Increasing Engagement
- Generational Member Engagement
- Relationship Marketing/Management

Communications

- Crisis Management
- Issue Advocacy
- Media Relations
- Public Relations

Governance

- Chapter/Component Relations
- Volunteer Management
LEARNING FORMATS & KNOWLEDGE LEVELS

Adult learners usually prefer to engage in self-directed learning, and that philosophy drives the ASAE Learning approach to conference programming. Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives. We invite proposals for MMCC suited to the following formats:

- **Learning Lab | 45-minute session with 15 minutes of Q&A**
  - A formal presentation usually given by one or two content leaders, highlighting one or more case studies.

- **Express Learning| 20-minute session with 10 minutes of Q&A**
  - A TED-style talk given by one content leader that explores a single idea with practical tips through story telling.

KNOWLEDGE LEVELS

ASAE organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

- **Level 1F (foundational):** Courses provide broad information, awareness and understanding of a topic with **limited or no prior knowledge** or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set, and individuals new to the field before or after a career change.

- **Level 2A (applied):** Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require **some prerequisite knowledge**. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence, and for those seeking to build on, apply, or enhance existing knowledge.

- **Level 3S (strategic):** Courses focus on high-level creativity, innovation, and peer-to-peer knowledge sharing around of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices. The course material and activities focus on problem identification, analysis, and solutions while emphasizing risk-taking, autonomy, and opportunities for exploration. Objectives may be to enhance the learner’s ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives, and officers with **significant expertise, knowledge, and experience** who could be deemed an expert in the field.
PROPOSAL PROCESS & SELECTION CRITERIA

A methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help ASAE ensure that the members of the association management community have a significant voice in co-creating conference programs. Together we craft an inclusive opportunity for all current and future ASAE members in the association management profession to engage in exceptional formal and informal learning experiences that support career development, increase individual productivity, and help organizations in the association community to achieve superior results.

1. **Peer Reviewers**
   Who knows what our community wants to see in the classroom better than our members? Selected through an open call to all members, hundreds of ASAE member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of ASAE events. All proposals are evaluated on each of the following five criteria:
   
   - Ability to inspire action or proven action with results
   - Originality
   - Overall Quality
   - Program Design
   - Relevance specific to the current Covid-19 environment

2. **Program Advisory Committee**
   ASAE will convene a diverse Program Advisory Committee who will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees’ needs, the advisory committee will select from the submissions received during the Call for Proposals and identify gaps, if any, which staff will address through additional content development strategies. The overall program will result in a diverse array of presenters and perspectives. We receive several hundred excellent proposal submissions for conferences each year, so please understand that it is a difficult and highly selective process.

3. **ASAE Staff**
   With years of experience in association management and a long history programming exceptional conferences, selected members of ASAE staff weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

RULES OF ENGAGEMENT

- **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals. Upon submitting a proposal, you will receive an automatic confirmation for your records if it was submitted successfully.

- **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this
document to prepare your proposal. Once you have your ideas and all necessary information together, simply click on the "Start" button to begin.

- **Limit to one engagement.** ASAE seeks to ensure diversity of thought, and each content leader will be limited to presenting or co-presenting one session only. Be cautious about how many proposals you are included in as a content leader or point of contact. Exceptions will include preconference workshops and industry sponsored sessions.

- **The primary point of contact (POC) is the person submitting the proposal.** ASAE will communicate with the POC for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.

- **All proposed content leaders must be listed.** Proposed content leaders will be reviewed by the Program Advisory Committee prior to acceptance, which will include a limit on the total number of content leaders.

- **Use clear, error free language.** Session and workshop proposals require clear and concise titles, persuasive outcomes-focused descriptions in short and long versions, and three action-oriented and well-thought-out learning objectives. ASAE retains the right to modify titles and descriptions during copy editing for marketing purposes.

- **Use attributions when appropriate.** Used effectively, quotations can provide important evidence or clarity to explain your session idea. Excerpts used ineffectively, however, without attribution are unacceptable and will result in your proposal being excluded from review or acceptance.

- **A description of instructional flow/design is required.** Peer reviewers look for clear session design that supports the learning objectives outlined in the written description.

- **Avoid all commercial bias.** Except for industry sponsored sessions, content perceived by attendees as commercially biased (including use of client examples or proprietary tools/models) is unacceptable. Therefore, 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. Any submission that is not educational in nature, neutral, unbiased, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.

- **Be original.** We seek to create an exclusive and premiere event for the association community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for ASAE that has not been presented at other ASAE or non-ASAE events in the association industry.

- **Adhere to published deadlines.** If accepted, content leaders must be committed and responsive to working with ASAE to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.

- **Observe intellectual property rights.** POC must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall
be factual and not be misleading and will not violate the intellectual property or copyrights of any third party. Written documentation of ownership or permission must be provided upon request and is required for all video and television/film related imagery.

- **All accepted content leaders must register.** Each content leader will register through the Speaker Service Center by the required deadline at the reduced rates below and be responsible for all individual travel costs.
  
  - **Associations/AMCs/Consults:** $499 Member / $599 Nonmember
  - **Industry Partners:** $699 Member / $799 Nonmember

**TIMELINE**

- Proposal submissions open: **Monday, August 31**
- Proposal submission deadline: **Friday, September 25 at 11:59 p.m. Eastern.**
- Proposal notifications: **November 6, 2020**

**More Information**

The ASAE Learning team is available to help make this experience a positive one for you. If you have questions, please reach out anytime. Thank you in advance for your time and the opportunity to share your thought leadership!

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Before you begin the online process, **print the CFP Printable Form to collect your thoughts.**