

# Submitting a Magical Conference Proposal

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# What makes a good presentation/proposal??

- ▶ Attend a NACADA conference or event
  - ▷ Watch the crowds reaction, look at the attendance at the event, are attendees participating?
- ▶ What drew you into a presentation you attended in the past?
  - ▷ Was it the topic?
  - ▷ Was it the interactivity?
  - ▷ Was it the resources you were given?
  - ▷ Was it the applicability to your job?
- ▶ Volunteer to read proposals

# How do you select a topic??

- ▶ What is something you do well? Don't assume everyone else is already doing it.
- ▶ What is a unique perspective you can offer?
- ▶ Don't undersell your experiences.
- ▶ How can you make what seems like a niche skill more universal?
- ▶ Is there something you want to learn more about?
- ▶ What's trending regionally and nationally?
- ▶ Consider the conference theme.



# What format should I use??

- ▶ Is your topic best suited to a concurrent session, a poster, a panel, a pre-conference workshop?
- ▶ Could you do it in multiple formats?
- ▶ If you say you can do a certain format, you need to be ready to present in that format.
- ▶ Will you be working with a co-presenter?
- ▶ Make sure the scope of your presentation matches the time allowed for presentations.



# What do I include in the proposal??

## ▶ Title

- ▶ This should help paint a picture of your topic and provide a snapshot of what will be addressed.
- ▶ It can be catchy, but you run the risk of it being overlooked if the topic isn't clear.
- ▶ Limited to 100 characters.



# What do I include in the proposal??

## ▶ Learning Objectives

- ▶ Clarify what the attendees will learn in the session.
- ▶ Are there skills they will be able to walk away with?
- ▶ Will the presentation lead to changes in their advising process?



# What do I include in a proposal??

- ▶ **Other items to address**
  - ▷ Is your proposal based on research?
  - ▷ Is your proposal based on a theory?
  - ▷ Are you using unique terms? Define them.
  - ▷ Why is your topic relevant to the advising community?
  - ▷ How is your presentation unique from others on this topic?



# What do I include in a proposal??

- ▶ **Other items to address**
  - ▷ Are you targeting a particular audience?
  - ▷ Will the attendees be actively participating during the session? How so?
    - Q and A time?
    - Group discussion?
    - Role Playing?
  - ▷ Will attendees leave with any resources?





# What do I include in the proposal??

## ▶ **Abstract**

- ▶ Limit of 135 words (including title)
- ▶ Mention any research or theories that form that basis of your presentation.
- ▶ Be certain to include what your attendees will learn.
- ▶ Explain the format of the session.
- ▶ Make the topic clear.
- ▶ Avoid bait and switch.



# What comes first? The chicken or the egg?

- ▶ Some people start with the abstract since it includes a lot of key information needed in the proposal and then expand to create the full proposal.
- ▶ Others start with the full proposal and then slim it down to write the abstract.
- ▶ There is no write (or right 😊) answer.



# What else should I consider??

- ▶ Limit of 750 words.
- ▶ You will need to match your proposal to at least one core competency of NACADA (conceptual, informational, relational)
- ▶ The proposal is more than just the abstract.
- ▶ Keep your proposal focused.
- ▶ Proofread.
- ▶ Have a trusted colleague review it before submitting.
- ▶ Pay attention to the deadlines.



# What if my proposal isn't accepted??

- ▶ It doesn't mean it was a bad idea.
- ▶ Could be related to the number of overall proposals or the number received on the same topic.
- ▶ Could be related to the mix of readers and what they prioritize.
- ▶ Consider the feedback you received and resubmit it to a future conference.

