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.