



Guidelines for Presentation Proposals (For Educational Breakout Sessions)

2018 ACTO Annual Conference

From Our Roots to Beyond:
Honoring our roots, expanding our future

Virginia Crossings Hotel & Conference Center
Richmond, VA
June 6-8, 2018

Submission Deadline: 12:00 midnight (New York) on Monday, January 15, 2018

Presenting at the ACTO Annual Conference is an opportunity to expand participants' knowledge and skills, while supporting and advancing the profession of coaching and coach education.

The ACTO Annual Conference is not a sales or marketing opportunity for your company or yourself during your presentation. The ACTO Annual Conference **does not pay presenters per diems, honorariums or expenses and does not waive the conference registration fee.**

Benefits of Presenting at the Conference:

- You will be part of the ACTO Spirit and Culture, which is devoted to being a strong and committed community that is dedicated to advancing the art, science and practice of coaching.
- There will be an audience of 80-100 leaders and influencers in the coach education industry including owners, administrators and faculty members.
- Your presentation will have a wide international reach as our participants come from across the world.
- You'll be able to represent yourself as conference presenter, which may lead to other speaking opportunities.
- You'll be delivering your message to highly educated and influential consumers.
- The opportunity to present at one of our pre-Conference Forums, describing your presentation and giving a "taster" will be offered and can give you more visibility.
- **As an added benefit, a table will be made available, at no charge, for all presenters to**

share where they may display their select publications, promotional items and business cards.

Eligibility Requirements:

- ACTO Members in good standing and non-members are eligible.
- Members of the 2018 ACTO Conference Committee are **not** eligible to present in 2018, though members of other ACTO Committees are welcome to submit proposals.
- Speakers who presented at the ACTO Annual Conference in 2017 are eligible to submit proposals on a **different topic**, though preference will be given to those who did not present in 2017.
- In an effort to allow new voices and content to emerge, individuals who have presented consecutively at the ACTO Annual Conference in 2016 and the ACTO Annual Conference in 2017 are **not** eligible to present in 2018.
- Presentation material can be approved for ICF CCE Units; particularly ICF Core Competencies
- No fees are required to submit a proposal.
- Only **one** proposal per person(s) accepted.
- Preference will be given to **creative and innovative presentations** that fit our conference theme, **“From Our Roots to Beyond,”** and at least one of our program tracks:
 - **Teaching the Core Competencies or Ethics**-Proposals in this track will explore new and creative ways of teaching one or more of the core competencies or the Code of Ethics, so that students can easily incorporate that knowledge and understanding in their coaching conversations. This could also include how schools are introducing and integrating the PCC Markers in their curriculum.
 - **Assessing Coaching Skills**-Proposals in this track will examine best practices and how as coaching educators we uphold the high standards of coaching through our ability to accurately and verifiably assess students’ coaching and offer feedback in a manner that encourages continuous personal growth and professional development. This area could include ways in which schools are instituting and using the PCC Markers in assessing.
 - **Promoting, Branding and Building Student Enrollment**- Proposals in this track will discuss both practical and creative ideas that focus on the *business* of coach training, supporting coach educators as school owners, administrators, leaders and faculty members in building and growing sustainable businesses (such as using grants, endowments, government programs, strategic alliances, etc.)
 - **Addressing Complementary Topics**- Proposals in this track will explore the ideas and resources contributing to coaching and coach education (such as positive psychology, adult developmental theories, social and emotional intelligence, adult educational theories, neuroscience, soma, trends, assessments, etc.) and how to apply the latest research findings in these areas to coach education.
 - **Coaching and Community Outreach**-Proposals in this track will present topics

that demonstrate innovation in bringing the value of coaching to the community at large, including, for example: non-profits, the veterans, re-entry programs for the incarcerated, marginalized populations, developing countries and honoring diversity in all its forms (age, educational levels, sexual orientation, religious preferences, gender, etc.).

General Requirements, Guidelines and Information:

- Some speakers may be chosen outside the RFP process. Invitations may be extended at the ACTO Conference Committee's discretion to ensure quality, expertise and diversity of programming. Please do not contact the ACTO Conference Committee requesting an invitation.
- The request for proposals process is for **educational breakout sessions only**. Keynote speakers will be chosen through a separate process. **Do not** submit an application unless you are interested in being a breakout session presenter. **By submitting an application, you are indicating your availability and willingness to present at your own expense, if selected.** You are also giving your permission to be placed on our conference mailing list (you may unsubscribe at any time).
- Demonstrate how your presentation will assist coach educators and trainers in their understanding of coaching and how it applies to our conference theme, "***From Our Roots to Beyond***", and at least one of our program tracks:
 - **Teaching the Core Competencies or Ethics**
 - **Assessing Skills**
 - **Promoting, Branding and Building Student Enrollment**
 - **Addressing Complementary Topics**
 - **Coaching and Community Outreach.**
 - Make sure you review and understand the descriptions of the track(s) you choose.
- Design an innovative, creative and compelling presentation that fully engages this professional audience of seasoned and newer coach leaders, educators and trainers. *Provide specifics and examples of how the audience will be engaged.*
- Use a short, compelling title that accurately describes the content of your session.
- Clearly demonstrate a balance between content and audience participation. Sessions should be experiential to the extent possible.
- Design and deliver content to meet the needs of coaching educators and trainers as well as coaching leaders.
- Present a concise proposal that clearly demonstrates the purpose of the proposed program. *Make sure to include specific deliverables and not just a broad overview.*
- **Select which type of presentation you want to give –**
 - **Workshop Style** – delivering a presentation that has content or information, as well as involving the audience through activities or exercises
 - **Lecture** - offering information using a didactic format without audience exercises or audience interaction except questions

- **Panel** - offering a presentation with up to 3 people presenting information and having a dialogue amongst the presenters and/or including the audience
- Before submitting, make sure your proposal is clear and succinct.
- Also:
 - Proofread for accuracy
 - Complete all requested information
 - Send all attachments
 - Follow submission guidelines
 - **Either, submit a video demonstrating the presentation skills of each presenter or submit the contact information: name, email address and phone number of someone that has seen you and any co-presenters present. Videos should be 10-30 minutes in length.**
- **Incomplete applications WILL NOT be considered.**
- Accepted presenters will each be provided with a Conference Ambassador (a member of the Conference Committee), to answer any questions, provide support before and during the Conference, and to work with you to hone your presentation in any way needed.

Session Length, Equipment, Presentations, Handouts:

- Maximum Number of Presenters per Session: Three (3).
- Length: 90 minutes.
- Room Capacity: Rooms will accommodate approximately 100 people.
- Room Set-Up: Chairs will be set around tables...Chairs may be rearranged for your presentation, but **MUST** be returned to their original configuration by the end of your presentation.
- Audiovisual Equipment provided:
 - 1 microphone for participants
 - 1 wireless lapel microphone for presenter
 - Flip chart with markers
 - LCD projector
 - Screen
 - Any additional equipment requests are subject to approval by the ACTO Conference Committee and are **not** guaranteed.
 - **Presenters must provide their own laptops and cables.**
- Handouts: The ACTO Annual Conference does **not** reproduce handouts for distribution on-site. However, links to presenter handouts will be posted on the conference website for attendees to download (handouts will be hosted on presenter's website). Presenters may provide hard copies at their **own** expense.

Peer Evaluation:

- The ACTO Conference Committee, a volunteer team of ACTO member coaches, will review the proposals.
- You may get a call from one of the ACTO Conference Committee members to discuss your proposal or be asked to participate in an interview with the committee.
- Evaluation criteria that will be considered:
 - Quality of the information provided
 - Experience and credentials of the presenter(s)
 - Presentation skills
 - Innovative and experiential nature of the subject matter and session content
 - Relevance to the coaching profession and coaching educators, trainers and leaders
 - Value the session brings to coaching educators, trainers and leaders
 - Relationship to the conference theme, *"From Our Roots to Beyond"*, as well as at least one of our program tracks:
 - **Teaching the Core Competencies or Ethics**
 - **Assessing Skills**
 - **Promoting, Branding and Building Student Enrollment**
 - **Addressing Complementary Topics**
 - **Coaching and Community Outreach**
 - Eligibility for ICF CCE Units, especially Core Competency CCE Units
- Additional weight will be given to presenters who are ICF-Credentialed coaches and ACTO members.
- **The Program Committee will notify all applicants of their selection status by February 28, 2018.**

Application and Steps to Submitting a Proposal:

STEP 1: Read the information above in full.

STEP 2: Complete the official application form.

STEP 3: Save your completed form as a word document and e-mail it, along with a high-quality JPEG photo of each presenter **and either a 10-30-minute video of each presenter demonstrating their presentation skills or the contact information (name, phone number and email address) of a person that has seen you and any co-presenters speak or present to** Laura Sandham-Larone, ACTO Virtual Assistant: laura@actoonline.org