



2019 Engaging Associations Forum
Ottawa, ON
July 17-19, 2019

Call for Speakers

2019 Engaging Associations Forum, July 17-19, 2019 (Ottawa, ON)
Submission Deadline: November 2, 2018

Please send any questions to: engagingassociations@greenfield-services.ca

About the Engaging Associations Forum

For the last five years, we have gathered association executives who want to innovate, and believe in creating change in the sector. Historically, we have seen attendance at 125-175 participants. We aim to increase that to 200+ in 2019.

Participants are encouraged to challenge the status quo, what speakers are sharing, we want them to share their experiences...because we BELIEVE they have just as much to contribute to the discussions.

Call for Speakers

We are currently seeking speaker proposals for the 2019 instalment. We are looking for:

- ✓ Association Executives who have a story to tell, or a case study they want to share (ideally, this would be a "challenges, opportunities, and lessons learned" style of presentation - our participants love to hear from there peers!)
- ✓ Consultants or Companies who support the Professional & Trade Association space (have some expertise you would like to share? Then we want to hear from you!). If you are able to conduct a joint presentation with an association client, then all the better!

We are NOT looking for:

- ✓ Those who want to solely pitch their services: We pride ourselves on ensuring that our attendees are not being sold at, rather they are there to build long-lasting relationships with peers and collaborators. Our speakers should be informative, but also listen to what they are hearing, and be prepared to respond.
- ✓ Those who do not want to actively engage: We highly recommend that your presentation automatically include a lot of attendee participation, whether that is table talks, or a lot of time for them to challenge what they are hearing. We don't want to have someone on stage simply talking "at them" for an hour!



2019 Engaging Associations Forum
Ottawa, ON
July 17-19, 2019

If you think you fit what we are looking for, then we encourage you to fill out the form below and submit. We are looking to fill spots in five streams this year:

- ✓ Executive/CEO/Leadership
- ✓ Marketing & Communications
- ✓ Membership
- ✓ Events & Technology
- ✓ Other (can include Government Relations, Administration, Human Resources, etc.)

If you have any questions [email Meagan Rockett](mailto:meagan.rockett@engagingassociations.ca) at any time.

Sample Agenda

Wednesday, July 17, 2019	
5:30PM-7:00PM	Welcome Reception
Thursday, July 18, 2019	
7:30AM-8:45AM	Opening/Breakfast/Kick-Off
8:45AM-10:00AM	Opening Session (Plenary)
10:00AM-10:30AM	Break
10:30AM-11:30AM	Breakout Series 1
11:30AM-12:00PM	Big Picture Talks
12:00PM-1:15PM	Lunch
1:15PM-2:00PM	Deeper Dives 1
2:00PM-2:45PM	Deeper Dives 2
2:45PM-3:15PM	Break
3:15PM-4:15PM	Afternoon Session (Plenary)
4:15PM-5:00PM	Round Tables
5:00PM-5:15PM	Day 1 Wrap Up / Lessons Learned
5:15PM-6:15PM	Day 1 Reception Celebration
6:15PM-9:30PM	Birds of a Feather Dinner
Friday, July 19, 2019	
7:30AM-9:00AM	Breakfast/Welcome Back/Day 1 Prizes
9:00AM-10:00AM	Opening Session (Plenary)
10:00AM-10:30AM	Break
10:30AM-11:15AM	Breakout Series 2
11:00AM-12:00PM	Association Pods (Ask The Expert)
12:00PM-1:15PM	Lunch
1:15PM-2:00PM	Breakout Series 3
2:00PM-3:00PM	Closing Keynote (Plenary)
3:00PM-3:30PM	Day 2 Wrap Up / Lessons Learned / End of Conference



2019 Engaging Associations Forum
Ottawa, ON
July 17-19, 2019

Notes on Agenda/Expectations:

- ✓ Big Picture Talks are short sessions where speakers “compete” for the association executives attention; delivering a top-level talk about what their deeper dive will consist of.
- ✓ Deeper Dives subsequently will be two back-to-back sessions presented by the speakers in the Big Picture Talks. Participants then have the opportunity to see two of the three sessions!
- ✓ We expect that speakers participate in the entire conference – that way, you have the opportunity to make last minute commentary during your session to keep it relevant.
- ✓ We expect that you, as a speaker, will be willing to conduct an advance training/coaching call with our Education Partner

Submit Your Proposal

The proposal should contain the following information:

- ✓ Your complete contact information, including relevant social media accounts
- ✓ Your biography
- ✓ Session Title & Description
- ✓ Length of Session
- ✓ Name(s) of those presenting with you for the proposed session (and their contact information)
- ✓ What “stream” you believe your session is most appropriate for
 - Executive/CEO/Leadership
 - Marketing & Communications
 - Membership
 - Events & Technology
 - Other (can include Government Relations, Administration, Human Resources, etc.)
- ✓ Whether you are comfortable with a plenary, breakout, big picture talk/deeper dive
- ✓ Tangible and Intangible takeaways for participants
- ✓ Whether you will have a hand-out or free resource available as a result of the session
- ✓ Session Details: AV expectations, whether or not you will have a PowerPoint presentation (while we are fine with these, we prefer them to be “light” so that the presentation can be treated as a conversation/hand-on discussion), what will make your session stand out (how you will ensure that energy is high during your session)
- ✓ What fees (if any) are desired

Submit your proposal to the attention of Meagan Rockett at:
engagingassociations@greenfield-services.ca