SAMPLE SUBMISSION FORM

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

STEP 1. PERSONAL DETAILS

All "Personal Details" questions will appear for each presenter. Be sure to collect the information you need for each in advance, before you begin your submission online. All co-presenters must be submitted for consideration and approval.

All personal contact information will be suppressed for the Peer and Advisory Committee review processes.

For sessions with more than one content leader, the person submitting the proposal will serve as the primary point of contact (POC) for all communications and notifications. If a change of POC occurs, please alert ASAE.

CONTACT INFORMATION

First Name: _____Last name: _____Credentials (if applicable): _____

Job Title: _____

Organization: _____

Email: _____

Office Phone: _____Mobile Phone:_____

LinkedIn Username: _____

Website: _____

YEARS OF ASSOCIATION EXPERIENCE:

- □ 1-5
- □ 6-10
- □ 11-15
- □ 16-20
- □ 21-25
- □ 26-30
- □ 31+
- □ Unspecified (opt out)

POSITION LEVEL:

- □ For-Profit CEO/President/Owner/Partner
- □ Association CEO/Executive Director
- □ Association C-Level, Executive Team, VP
- □ Association Director
- □ Association Manager
- □ Association Employee (non-manager)
- □ Other

ORGANIZATION TYPE:

- ☐ AMC (Association Management Company)
- ☐ Association Foundation
- ☐ Business Partner/Supplier
- ☐ Consultant
- ☐ CVB (Visitors Bureau)
- ☐ Credentialing Organization
- ☐ Trade Association
- ☐ Federation of Associations
- ☐ Hotel, Convention Center or Hospitality Industry
- ☐ Philanthropic/Non-Profit/Charitable/Foundation Org
- ☐ Professional Association

BIOGRAPHY

Please provide a short biography (limit 150 words) in paragraph format that describes your association experience and expertise as it relates to the subject of this proposal. **Note: This information will be suppressed for the Peer Review.**

_____

_____

_____

_____

PROPOSALS | PRESENTATIONS | PAST SPEAKING EXPERIENCE

Did you submit a proposal for MMC+Tech in the past three years? Yes/No

Did you present at MMC+Tech in the past three years? Yes/No

Please describe any past teaching, presentation and/or speaking experience, either with ASAE or another organization.

_____

_____

_____

_____

COMMERCIAL INTEREST DISCLOSURE

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. If selected, ASAE trusts that content leaders will avoid commercial bias in both presentation and content materials.

_____

_____

_____

_____

INVITATION TO SELF-IDENTIFY

In principle and in practice, ASAE values and seeks diversity and inclusive practices within the association management industry. ASAE Learning aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program speakers, faculty, and content leaders that maximize engagement across identity groups and professional levels.

Note: The following demographic questions are designed for you to self-identify and will be used for statistical reporting only without attribution to individuals. This information will be suppressed for the Peer Review and Committee Review and will not impact selection in any way. To opt out of any question, select "Unspecified".

AGE

- ☐ Under 25
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 64
- ☐ 65 – 74
- ☐ 75+
- ☐ Unspecified (opt out)

GENDER

- ☐ Female
- ☐ Male
- ☐ Transgender
- ☐ Non-Binary
- ☐ Unspecified (opt out)

RACE/ETHNICITY (Select all that apply)

- ☐ African American/Black
- ☐ American Indian/Native American
- ☐ Asian
- ☐ Hispanic/Latino
- ☐ Native Hawaiian/Other Pacific Islander
- ☐ White/Caucasian
- ☐ Self-identification: _____
- ☐ Unspecified (opt out)

SEXUAL ORIENTATION

- ☐ Bisexual
- ☐ Gay
- ☐ Heterosexual
- ☐ Lesbian
- ☐ Unspecified (opt out)

STEP 2. PROPOSAL INFORMATION

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Spell check and grammar that helps readability and comprehension.

Priority is given to new program content that is unique to MMC+Tech.

SESSION FORMATS & ENGAGEMENT EXPECTIONS

Which learning format best suits this session proposal?

- □ **30-minute sessions**
  - Best suited for concise, lecture-style formats. These sessions are ideal for sharing focused insights, introducing new ideas, or highlighting emerging trends in a fast-paced, content-rich format.

- □ **60-minute sessions**
  - These sessions should include active audience engagement, even if not structured around a specific activity. These sessions work well for case studies, facilitated discussions, or scenario-based learning that invites reflection, dialogue, and shared insights.

KNOWLEDGE LEVEL THAT IS BASED ON THE CONTENT & DESIGN OF THE SESSION

Content may be organized into one of the knowledge levels below

- ☐ **Level 1- Foundational / Applied**
  - Foundational - These sessions/programs introduce core concepts and provide a broad overview of a topic and/or focus on applying knowledge through hands-on learning and real-world scenarios. This knowledge level focuses on building awareness and understanding, with an emphasis on transferring new information in an accessible manner.

  - 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 2- Advanced / Strategic**
  - These sessions/programs focus on advanced thinking, innovation, and peer-to-peer knowledge exchange. Learners explore complex challenges, analyze solutions, and shape organizational strategies. Activities emphasize creativity, autonomy, and leadership development. This knowledge level encourages exploration of emerging trends, strategic decision-making, and visionary leadership.

NUMBER OF PROPOSED CONTENT LEADERS* FOR SESSION

***Please plan ahead and engage the needed number of content leaders relative to the format, instructional design/flow and length of session.**

Including yourself, if applicable, how many content leaders are proposed for the session?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

SESSION TITLE & DESCRIPTION

Please describe the overall focus and goal of the session, including key points and supporting topics. If selected, the description below will be modified and used in the conference app and website.

NOTE: Do **NOT** include content leader, company, or product names anywhere in the session description.

SESSION TITLE (LIMIT 10 WORDS)

_____

_____

SHORT SESSION DESCRIPTION (LIMIT 50 WORDS) **Pitch this session to attendees in just one sentence!**

_____

_____

_____

LONG SESSION DESCRIPTION (LIMITED TO 150 WORDS)

_____

_____

_____

_____

_____

LEARNING OUTCOMES

To help bring the content to life and make it actionable, please clearly define the new knowledge, skills, and abilities session participants will be prepared to apply back at the office following your session. We recommend you start with **a measurable verb*** one might use to assess learning outcomes and complete this sentence: After attending this session, attendees will be able to...

Takeaway 1:

_____

Takeaway 2:

_____

Takeaway 3:

_____

**Note: Action Verb List included (end of document)*

INSTRUCTIONAL DESIGN/FLOW

The design of instructional flow is essential to effective learning experiences. How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instruction that go beyond lecture/Q&A are strongly encouraged. Please be specific.

_____

_____

_____

_____

TOPIC AREAS/CONTENT FOCUS

Which primary topic area best describes the focus of your proposed session? *(Select only one)*

- □ Marketing & Branding
- □ Member Growth & Engagement
- □ Member Service & Retention
- □ Communications & Advocacy
- □ Marketing Technology (MarTech)
- □ Technology & Digital Transformation

SECONDARY TOPIC AREAS/CONTENT TAGS

Which of the following secondary tags best describes other focus areas of your proposed session? *(Check All That Apply)*

- □ Foresight (D2)
- □ Volunteer Management (D1, D6)
- □ Component Relations (D1)
- □ Fundraising & Non-dues Revenue (D5, D7)
- □ Strategic Planning (D3)
- □ Small Staff
- □ Ethics (D2, D3, D6)
- □ AI (D3, D4)
- □ Public Relations (D8)
- □ Meetings and Events (D5)
- □ Finance (D4)
- □ Professional Development & Learning (D3)
- □ NextGen (D2)
- □ Conscious Inclusion (D1, D2, D4, D5)
- □ Advocacy (D7)
- □ Business Operations (D3, D4)
- □ Governance (D1)

AUDIENCE

While we know that people from many backgrounds may gain value from your proposed session, consider the primary audience that will most benefit. Please refer back to the knowledge level, career theme, and other above items as appropriate to respond effectively to the below questions.

TARGET ORGANIZATION SIZE: (SELECT ONE)

- □ Small (1-9 staff)
- □ Mid-size (10-49)
- □ Large (50+)
- □ Any size

TARGET POSITION LEVEL: (SELECT ONE)

- □ For-Profit CEO/President/Owner/Partner
- □ Association CEO/Executive Director
- □ C-Level, Executive Team, VP
- □ Director
- □ Manager
- □ Employee (non-manager)

ACTION & MEASURABLE VERBS FOR LEARNING OUTCOMES

Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills

<table>
<tr><td rowspan="2">Foundational/Applied</td><td><u>Knowledge Level</u>: The successful student will recognize or recall learned information.
list
state
name
tell
recall
label

record
define
relate
recall
repeat
select

underline
arrange
describe
memorize
recognize
reproduce

<u>Comprehension Level</u>: The successful student will restate or interpret information in their own words.
explain
translate
identify
restate
discuss
tell
reference

describe
express
classify
locate
review
critique
interpret

report
summarize
discuss
compare
illustrate
estimate
reiterate</td></tr>
<tr><td><u>Application Level</u>: The successful student will use or apply the learned information.
apply
use
practice
demonstrate
complete

sketch
solve
construct
conduct
dramatize

perform
respond
role-play
execute
employ

<u>Analysis Level</u>: The successful student will examine the learned information critically.
analyze
distinguish
differentiate
appraise
calculate
experiment

inspect
categorize
catalogue
quantify
measure
relate

test
critique
diagnose
extrapolate
theorize
debate</td></tr>
<tr><td>Advanced/Strategic</td><td><u>Synthesis Level</u>: Successful students will create new models using the learned information.
develop
plan
build
create
design
organize

revise
formulate
propose
establish
integrate
modify

compose
collect
construct
prepare
devise
manage

<u>Evaluation Level</u>: The successful student will assess or judge the value of learned information.
review
justify
assess
defend
report on
investigate

appraise
argue
rate
score
select
measure

choose
conclude
compare
evaluate
interpret
support</td></tr>
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