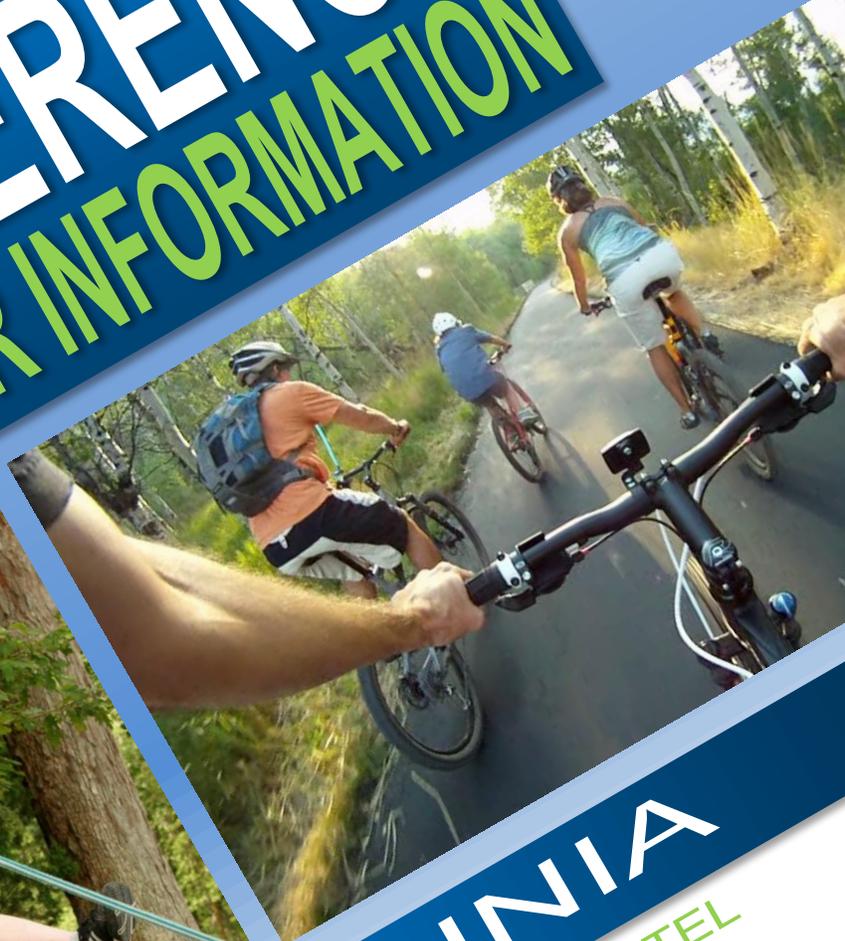


# 2018 VRPS ANNUAL CONFERENCE SPEAKER INFORMATION



**HENRICO, VIRGINIA**  
NOVEMBER 3-6, 2018 ■ HILTON RICHMOND HOTEL

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Thank you for your interest in speaking at the Virginia Recreation and Park Society 2018 Annual Conference, to be held at the Hilton Richmond Hotel in Henrico, Virginia, November 3-6. We are seeking dynamic, motivating speakers to provide a unique learning experience that conference delegates won't find anywhere else.

The Virginia Recreation and Park Society is a private, non-profit professional organization, founded in 1953 and incorporated in 1956. Its purpose is to unite all professionals and students engaged in the field of recreation, parks, and other leisure services in Virginia, into one body. VRPS is an affiliate of the [National Recreation and Park Association](#). 2018 marks our 64<sup>th</sup> annual conference.

Our conference theme is "Experience the Energy, Power your Potential," a reference to being fully involved in the conference atmosphere and gaining impactful knowledge and tools that will further professionals in their careers.

Included in this packet you will find:

- A list of guidelines and standards for speakers
- Tips on submitting the online Education Session Proposal (required for each proposed session)
- A list of potential sessions to jump start the process of choosing a topic

To be considered in speaking at the conference, please submit the online Education Session Proposal no later than **June 1, 2018**. The Education Committee will select speakers whose proposals add quality and diversity to the overall education slate. Selected speakers will be contacted with further information. Thank you for your time and consideration.

Please contact Debbie Nolen if you have questions.

**Deborah "Debbie" P. Nolen**

**Education Committee Chair 2018**

**Henrico County Recreation and Parks**

office: 804.652.3407 | cell: 804.221.5005 | [nol@henrico.us](mailto:nol@henrico.us)



## Guidelines and Standards for Speakers

### GENERAL PROPOSAL TIPS

Sessions should provide a variety of perspectives and should be applicable to a wide range of communities and different points of view. We're looking for multifaceted discussions and captivating speakers. VRPS encourages innovative and well-designed sessions.

The proposal is a useful tool for speakers to arrange and share information. Be sure to review and edit your proposal and put effort into writing the proposal.

If your proposal is selected, we request that you remain flexible regarding your session's aligned day and time within the conference schedule.

Speakers must complete a separate submission for each session they are proposing, if more than one.

### PROPOSALS

[All proposals must be submitted online.](#) [Please see the "Tips for Proposal Submission" section below before submitting your proposal.](#) All requested information must be provided for the proposal to be considered. Keep in mind that attendees are typically interested in receiving CEU's (Continuing Education Unit) for the sessions they attend. The information requested on the Education Session Proposal is necessary to determine if a proposed session is eligible for CEU's. Other than roundtable and panel discussions, it is expected that proposals be written so they will be eligible for CEU's.

### SELECTION PROCESS

Session proposals are reviewed and ultimately accepted or declined by the Education Committee, with a goal of establishing a comprehensive, well-balanced education slate for the conference delegates. On occasion, submitters may be asked for clarification on their proposal.

### SUCCESSFUL PROPOSALS

All submitters will receive email notification of whether their proposal was accepted or declined. Each approved speaker will be asked to sign a speaker agreement that will include confirmation of the date, time, and location of the scheduled presentation. This information should be reviewed carefully to verify accuracy and the ability of the speaker(s) to be at the assigned location on the assigned date and time. Please contact Debbie Nolen at [nol@henrico.us](mailto:nol@henrico.us) if any problems with the assigned date and time are discovered.

### TIMING

Education sessions are typically one hour and fifteen minutes or two hours and thirty minutes, including question and answer time, for attendees to be eligible for CEU's. It is important that sessions start and end on

schedule for the following session will not be negatively impacted. The maximum number of speakers for sessions is two speakers for an hour and fifteen minutes, or four speakers for two hours and thirty minutes.

## **AUDIOVISUAL EQUIPMENT**

VRPS will provide an LCD projector, laptop computer, and a screen. A flip chart and markers are also typically available. Speakers are encouraged to use a thumb/flash drive for their presentations.

The preferred program to use for presentations is Microsoft PowerPoint. If you plan to use an alternate software, please email the IT Team Lead, Todd Fowler, at [fow04@henrico.us](mailto:fow04@henrico.us).

## **WIRELESS INTERNET**

Internet access is not provided. If Wi/Fi is necessary for your presentation, please indicate so in your proposal.

## **ROOMS**

Sessions are scheduled in the Hilton Richmond Hotel meeting rooms. In most cases, the room assigned to your session will be available fifteen minutes prior to your scheduled start time. Please use this time to ensure that everything is in order and that you are ready to begin on time. Also, nothing can be taped, stapled, or otherwise affixed to any wall or surface of the rooms. You will have a representative from the conference in your room to serve as room host in case you need anything.

## **HANDOUTS**

Most attendees are interested in practical application and how-to ideas that they can incorporate into their programs. It is encouraged that any handouts and presentations are provided to the delegates via the conference mobile app. Speakers may choose to provide hardcopies of the handouts, but VRPS will not provide copies during the conference.

## **SPEAKER COMPENSATION**

VRPS members or speakers from VRPS member agencies are not eligible for compensation for speaking. VRPS does not reimburse for travel expenses, hotel costs, meals, etc.



**We encourage speakers to [register for the day](#) to attend conference sessions. Preference will be given to registered speakers during the selection process. Presenters not registered for the conference must purchase a ticket for any social or meal functions.**

Speakers who are not VRPS members or from VRPS member agencies, but work within the field of parks and recreation, including those out of state, are generally not compensated for speaking.

Under certain circumstances, professional speakers who are not VRPS members MAY be compensated for speaking and traveling; however, this is a decision that the steering committee must make. Factors the committee will consider include:

- a) Level of experience, reputation, and qualifications of the speaker
- b) Number of sessions the speaker is presenting
- c) Number of people likely to attend the session
- d) Amount the speaker is charging
- e) Expected travel costs
- f) Total education budget

## **VRPS SPEAKER STANDARDS**

**Knowledge of the subject.** Speakers and moderators shall have both in-depth and broad knowledge of the presented subject, going beyond their personal experience or experience of their organization. This will help provide examples for delegates that illustrate various points of view or methods of doing things and allow more complete responses to questions.

**Presentation skills.** Speakers shall understand how to address and teach adults. This includes, at a minimum, good voice projection, coordination of oral and visual information, ability to interact positively with the audience, and ability to synthesize information into understandable segments and present them in an orderly and logical manner. Slide material should touch on key points of the presentation, and not be the main mode of delivering information.

**No commercials.** Conference sessions are meant to provide information for industry professionals, not make sales pitches. No speaker will sell or promote any product, service, or publication during any presentation. Distributing or handing out a company's promotional literature is prohibited outside of the exhibit booth.

**Consider the purpose.** Registrants attend conferences to gather information that can help them do their own jobs more effectively. Speakers should attempt to relate information keeping in mind how members of the audience and the specific focus of the event can use it.

## **TIPS FOR PROPOSAL SUBMISSION**

This section will outline all the necessary components for a completed proposal. **You will need to have ALL information to start the online process. Once you start the online proposal, it must be completed. The process cannot be stopped and restarted.**

If there are multiple speakers, all speaker information (name, title, employer, address, phone, email, introduction, resume, headshot) will need to be collected in a single submission.

## **SESSION TITLE**

Should be clear, concise, and accurately reflect the content

**EXAMPLE:** Trail Management: Exploring Successes and Understanding Adversities

## **SESSION DESCRIPTION**

The description should provide a clear overview of the topic and should accurately reflect the content. The description will be used in marketing materials, as well as within the conference mobile app. The committee reserves the right to reduce or condense the description.

**EXAMPLE:** What makes one trail system a success, while another is unpopular or the source of conflict? Why do some trails last for decades with minimal maintenance, while others require yearly, expensive repairs? Whether you are planning to introduce mountain biking to your park or planning to upgrade an existing trail system, explore these questions and the many approaches to solving common trail management problems.

## **LEARNING OUTCOMES**

Provide at least three measurable learning outcomes. Limit to 300 characters or less per outcome.

Learning outcomes are statements that specify what delegates will learn or be able to do because of the education session. They provide direction in the planning of a learning activity and help to:

- \* Focus on learner's behavior that is to be changed
- \* Serve as guidelines for content, instruction, and evaluation
- \* Identify specifically what should be learned
- \* Convey to learners exactly what is to be accomplished

## **EXAMPLE:**

- 1) **Session topic will contribute to larger body of knowledge related to public outreach by park and recreation programs and suggest new and unique means and forms for public outreach through the capital development process.**
- 2) **Participants will gain a better understanding of CIP process through increasing their knowledge and ways to plan for and seek public input.**
- 3) **Session participants will learn techniques for interdisciplinary public information processes for application throughout the process over the life of major capital and open space projects.**

## **EDUCATION SESSION OUTLINE**

Each proposal must include a session outline. The outline must show the sequence of instruction and planned instructional strategies. Include times and relate the outline to the learning outcomes

## **EXAMPLE:**

- I. **Introduction—5 minutes**
  - a. **Introduce topic**

- b. Introduce speaker
  - c. Identify learning outcomes
- II. Observations & Lessons Learned—10 minutes
  - a. Provide context for methods and techniques to be presented and recommended
- III. Recommendations & Examples—40 minutes
  - a. Learn methods and processes
  - b. Relate information to specific real-time examples
- IV. Facilitated Discussion—20 minutes
  - a. Discussion focused on comparative lessons learned by participants
  - b. Include reflection on current projects and how to improve

#### **SPEAKER INTRODUCTION AND RESUME**

Proposals must include a brief introduction for each speaker. The room hosts will use these to introduce the speaker, as well as for promotional purposes. Please do NOT say “see resume.” A good introduction includes the current title, agency, as well as educational background. In addition, a statement on previous positions, work with VRPS, or speaking engagements is helpful.

Speaker resumes should be limited to two pages total.

#### **CHECKLIST FOR PROPOSAL SUBMISSION**

- ✓ **Session Title**
- ✓ **Session Description**
- ✓ **Learning Outcomes**
- ✓ **Education Session Outline**
- ✓ **Speaker Introduction**
- ✓ **Speaker Resume**
- ✓ **Speaker headshot in .jpeg format**

### **EDUCATION SESSION PROPOSAL FORM**

## 2018 Annual Conference Session Suggestions

The following session topics and example sessions can be used as inspiration for your session proposals. Please don't limit yourself to these topics. Consider your target audience, which may be entry level, front line, middle management, or executive level professionals. This includes administrators, planners, programmers, operators, students, and many more.

### **ADMINISTRATION**

Budget, Foundations, Business Practices, Innovation, Cash Handling, Revenue Generation Strategies, Hiring Professional Services, Improving Cost Recovery

### **ATHLETICS**

Youth Sports, Safety, Volunteer Screening, Collaboration with Coaches, Partnering with Non-Profits

### **AQUATICS**

Air Quality, Model Aquatic Health Code, Swim Lessons, Renovations, New Facilities

### **CULTURAL AND HISTORIC PRESERVATION**

Resource Management, Re-enactments, Projects

### **CUSTOMER SERVICE**

Technology and Customer Service Practices, Building your Brand

### **FACILITY OPERATIONS**

Health and Wellness, Maintenance

### **GOLF**

Revenue, Maintenance, Retention

### **HUMAN RESOURCES**

Recognizing, Rewarding, and Retaining Staff, Accountability, Managing Conflict, Succession Planning, Motivation, Documentation, Volunteers

### **LEADERSHIP**

### **MARKETING/TOURISM**

Branding, Social Media, Sponsorships, Partnerships, Mobile Technology

### **OUTDOOR RECREATION**

Eco-Tourism, Experiential Education, Ropes and Adventure Programs, Kayaking

### **PARK MAINTENANCE, LANDSCAPE, AND TURF MANAGEMENT**

Natural Playgrounds, Skate Parks, Sports Fields, Meadows, Wildlife, Dog Parks, Volunteers, Turf Fields

### **PARK OPERATIONS**

Sustainability, Renovations

### **PARTNERSHIPS, COLLABORATION, AND ADVOCACY**

Citizen Engagement, Public/Private Partnerships

### **PLANNING, DESIGN, AND MAINTENANCE**

Preventive Maintenance, Design Build Process

### **PROFESSIONAL DEVELOPMENT**

Networking, Individual Development Planning, Time Management, National Certification

**PROGRAMMING**

Camps, Nature and Outdoors, Family Recreation,  
Visual and Performing Arts, Seniors, Therapeutics,  
Youth and Teens, Before and After School

**RISK MANAGEMENT**

Pools and Facilities, Emergency Preparedness,  
Public Relations

**SENIORS**

Advocacy for the Aging

**SPECIAL EVENTS**

Incident Command Systems, Event Operations

**STUDENTS**

Internships, Apply for a Job

**TEAMBUILDING****THERAPEUTIC RECREATION**

Disability Awareness, Inclusion

**TRAILS AND OPEN SPACE, URBAN FORESTRY**

Geocaching, Bike Share Program, Bike Safety,  
Naturalist Programs, Natural Area Management,  
Environmental Stewardship

**WELLNESS AND FITNESS**

Nutrition, Exercise

## Virginia Recreation and Park Society

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