



SPEAKER APPLICATION



VRPS
MANAGEMENT
CONFERENCE
featuring
FESTIVALS
& EVENTS INSTITUTE

Converting Challenges into Accomplishments



February 23-26, 2019
Hilton Garden Inn Suffolk Riverfront

Thank you for your interest in speaking at the Virginia Recreation and Park Society 2019 Management Conference and Festival and Events Institute, to be held at the Suffolk Hilton Garden Inn in Suffolk, Virginia, February 23-29, 2019. 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.

Our conference theme is "Converting Challenges into Accomplishments," 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, please submit the online Education Session Proposal no later than September 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.

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 assigned 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**” below before submitting your proposal. All requested information must be provided for the proposal to be considered. Keep in mind that attendees are 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 Mark Furlo at furlom@portsmouthva.gov 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 the session to be eligible for CEU's. It is important that sessions start and end on schedule to prevent any negative impact on the subsequent sessions. The maximum number of speakers for one session 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, Helen Gabriel, at hgabriel@gmail.com.

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 Suffolk Hilton Garden Inn Riverfront. 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

meeting room. A representative from the conference will 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 electronically to the committee in advance of the conference for posting to the conference website, or email distribution to attendees. Speakers may choose to provide hardcopies of the handouts, but VRPS will not provide copies during the conference.

SPEAKER COMPENSATION

VRPS members or presenters from VRPS member agencies are not eligible for compensation for speaking at a conference or workshop. 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 in advance for any social or meal functions they wish to attend.

Presenters 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:

- Level of experience, reputation, and qualifications of the speaker
- Number of sessions the speaker is presenting
- Number of people likely to attend the session
- Proposed honorarium or speaker fee
- Expected travel costs
- 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, ability to project his/her voice, 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. Slides 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 in keeping with the specific focus of the event and the audience makeup.

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: *Leadership for Parks and Recreation Professionals: 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. The committee reserves the right to reduce or condense the description.

EXAMPLE: *What makes one event a success, while another is unpopular or the source of conflict? Why do some events grow each year and others lose attendance? Whether you are planning to introduce a new special event or planning to enhance an existing event, explore these questions and the many approaches to solving common event 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 a larger body of knowledge related to public outreach by parks 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 the CIP process through increased 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 presenter(s) current title, agency, as well as a synopsis of his/her 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**

2019 Management Conference and Festivals and Events Institute 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. The audience for the sessions focused on events may include paid or volunteer event planners for non-profit or for-profit events as well as local government recreation professionals.

ADMINISTRATION

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

CUSTOMER SERVICE

Technology and Customer Service Practices, Building your Brand

FESTIVALS AND EVENTS

Planning, Partnerships, Sponsorships, Placemaking, Communications, Customer Experience, Volunteer Management, Entertainment Booking and Contracts, Programming events for diverse communities/families/seniors/teens/young ones, Emergency Management, What's New, What's Old, Apps and Other Technology; Making local events special (how to make *your* Easter Egg hunt, Breakfast with Santa, Halloween Haunt stand out), Delegation and Time Management

HUMAN RESOURCES

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

LEADERSHIP

Situational Leadership, Different Leadership Styles, Effective Communication

MARKETING/TOURISM

Branding, Social Media, Sponsorships, Partnerships, Mobile Technology

PARTNERSHIPS, COLLABORATION, AND ADVOCACY

Citizen Engagement, Public/Private Partnerships

PROFESSIONAL DEVELOPMENT

Networking, Individual Development Planning, Time Management, National Certification