Creating a Winning Proposal for Safety 2019

Speakers:
Mary Silva, CSP
Linda Tapp, CSP

Sponsored By:
Consultants Practice Specialty & Management Practice Specialty
American Society of Safety Engineers
Provide a forum for attendees to:

• Identify key issues facing OSH professionals
• Expand their knowledge and professional skills
• Prepare for the challenges in the OSH fields
• Engage in the discourse concerning the profession
• Identify emerging issues relevant to the profession
WHAT TO DO IF YOU WOULD LIKE TO PRESENT
CALL FOR PRESENTERS

• ASSE Website
  http://www.asse.org/call-for-presenters/
• Professional Safety Journal
• Mailing to previous speakers
• Proposals are due no later than July 18, 2018
ASSE Professional Development Conference & Exposition
Safety 2019
June 9-12, 2019 - New Orleans, LA
Call for Presenters - Proposals are due no later than July 18, 2018

PROPOSAL AND POLICY GUIDELINES
ASSE invites those interested in presenting at its 2019 Professional Development Conference to submit a proposal for review by the Conference Planning Committee. Speaker proposals are evaluated objectively with consideration of the following criteria:

- Degree to which the proposed session meets the conference/program objectives. (See below)
- Presentation skill and experience of the speaker
- Desirability of the topic

Proposals to present must contain and convey sufficient detail to allow the selection committee to understand how the proposed session will contribute to the conference objectives. Selection is competitive; therefore, it is important to submit a compelling and complete proposal.

Safety 2019 will provide a forum for OCCUPATIONAL SAFETY AND HEALTH (OSH) professionals to (Conference Objectives):

- Identify key issues facing OSH professionals
- Expand their knowledge and professional skills
- Prepare for the challenges in the OSH fields
- Engage in the discourse concerning the profession
- Identify emerging issues relevant to the profession

Multiple Submissions: No more than two proposals (the first two received) from one speaker will be considered. Complete a separate application form for each proposal.

Length of Presentation: Presentations are either 1 or 1½ hours, including 15 minutes for questions.

Honoraria: Individual speakers (one to two speakers per session) receive a full complimentary conference registration. Group/panel presenters receive a complimentary registration for the day on which they speak and a reduced rate for the balance of the conference. Travel, lodging and meal expenses are the responsibility of the speaker.

DETAILS TO SUBMIT A PROPOSAL
**Honoraria:** Individual speakers (one to two speakers per session) receive a full complimentary conference registration. Group/panel presenters receive a complimentary registration for the day on which they speak and a reduced rate for the balance of the conference. Travel, lodging and meal expenses are the responsibility of the speaker.

**DETAILS TO SUBMIT A PROPOSAL**

**Presentation Description:** (Maximum 600 words)
Describe your presentation and specify expected learning outcomes for attendees. Indicate the session level. Levels are evaluated with respect to attendee experience with a topic as follows:

- **Basic:** 2 to 5 years' experience.
- **Intermediate:** 6 to 10 years' experience.
- **Advanced:** 10 plus years' experience.
- **Executive:** Senior SH&E management.

**Learning Outcomes:**
Specify 1-3 primary learning outcomes for your session.

**Topic Relevance:** (Maximum length is 150 words)
Describe why this topic is relevant to attendees and the profession. Speaking Experience: (Maximum length is 300 words) Describe (or list) the presenter's relevant speaking experience, at the ASSE PDC, other society presentations and/or presentations in other venues.

**Sponsorship by an ASSE Practice Specialty, Branch, Committee or Common Interest Group:** (Optional - Maximum is 2)
If you would like to have your topic be considered for sponsorship, your proposal must meet the following minimum criteria:

- The topic must be relevant to the mission and activities of the particular group you are seeking sponsorship from.
- The topic proposal and the experience of the presenter must be of a high caliber.

To seek approval for sponsorship, click on the link to the Sponsorship Approver Page below and follow the instructions.

[Click here to open or download the Sponsorship Approver information.](#)

**Biographical Information:** (Maximum length is 1 page)
Brief description of the applicant(s) qualifications in the subject matter. Include as a minimum:

- Name
- Education
- Current Position
• Certifications, designations
• Contact information (work phone number and email) for three references
• Noteworthy articles and publications from the past 3 years (up to 5 items)

**Brochure Description:** Provide a 50 word (max.) description of the presentation to be included in the conference brochure.

**Acceptance:** Notification of acceptance will be mailed by November 9, 2018.

**Email questions to:** PDCspeaker@asse.org

Proposals are due no later than July 18, 2018 - Incomplete submissions will not be considered.

**IMPORTANT REMINDER:** If you are interested in sponsorship by a Practice Specialty, Branch, Committee or Common Interest Group, you must contact them for permission prior to listing them as a sponsor

**Click here if you are ready to complete the online form**
SUBMITTING A PROPOSAL

read the fine print
PROPOSAL DETAILS

• Presentation Description
• Learning Outcomes
• Topic Relevance
• Speaking Experience
• Biographical Information
• Brochure Description
SUBMISSION POLICIES

• Maximum Two Proposals per Speaker
• Sessions Last 1 – 1.25 hours
• Proceedings Paper – expected
• Incomplete submissions not accepted
• Do not submit PPTs, CDs, or promotional material
• Proposals are due no later than July 18, 2018
APPLICATION PACKAGE

• Completed Application Form
• Description (Maximum 600 words)
• Learning Outcomes (1-3)
• Topic Relevance (Maximum 150 words)
• Speaking Experience (Maximum 300 words)
• Biographical Information (Upload max. 1 page)
• Brochure Description (Maximum 50 words)
INCREASE YOUR CHANCES
REVIEW GUIDELINES

Practice Specialty, Common Interest Group, Branch or Committee Sponsorship

Does the proposed session meet one or more of the conference objectives for OSH professionals to...?

• Identify key issues facing OSH professionals
• Expand their knowledge and professional skills
• Prepare for the challenges in the OSH fields
• Engage in the discourse concerning the profession
• Identify emerging issues relevant to the profession
What is the presentation skill and professional experience of the speaker?

- Personal knowledge
- Referral
- Reputation in industry
REVIEW GUIDELINES

Practice Specialty, Common Interest Group, Branch or Committee Sponsorship

Additional considerations: Is the topic...?

• Your community considers the topic desirable
• Cutting edge
• Advanced
• Very technical
• Innovative – new/fresh concept, procedure or application
• Based on a case study or cite lessons learned
Follow these instructions to submit an abbreviated version of your proposal to a PS/CIG/Branch/Committee reviewer. This page includes instructions you can follow as well as the e-mail address to the Professional Development Chair and the Administrator of each PS/CIG/Branch/Committee that you want to request sponsorship from.

Please send an e-mail with the following information to the appropriate reviewer:

A. Session title
B. Description (100-word max description)
C. Bio (100 word max - be sure to highlight professional designations and work experiences that signify why you are an authority on the topic you would like to have sponsored)
D. A brief statement “Why do you think your topic is a good fit” to be sponsored by the PS/CIG/Branch/Committee you are submitting to.

You will receive an e-mail back confirming whether or not your topic was approved to be sponsored.

Your topic proposal and experience must be relevant to the mission and activities of the particular group you are seeking sponsorship from. Please note that sponsorships will be limited to a total of two sponsors combined PS/Branch/CIG/Committee [e.g., 2 Practice Specialties, 2 Common Interest Groups or a combination of 1 Practice Specialty and 1 Common Interest Group].

Contact Information  *(Ctrl + Click to follow link)*

<table>
<thead>
<tr>
<th>Practice Specialties</th>
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<tbody>
<tr>
<td>Academics</td>
<td>Fire Protection</td>
</tr>
<tr>
<td>Construction</td>
<td>Healthcare</td>
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<tr>
<td>Consultants</td>
<td>Industrial Hygiene</td>
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<td>Engineering</td>
<td>International</td>
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<td>Management</td>
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<td>Manufacturing</td>
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<td>Oil, Gas, Mining and Mineral Resources</td>
<td>Public Sector</td>
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<td>Risk Management/Insurance</td>
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<td>Training &amp; Communications</td>
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<td>Common Interest Groups</td>
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<td>Women in Safety Engineering (WISE)</td>
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<td>Safety Professional and the Latino Workforce (SPALW)</td>
<td>Young Professionals in OSH</td>
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bzyistra@asse.org                      trisher@asse.org
PDC Committee Evaluation
PROPOSAL EVALUATION

PDC Committee
• ASSE member volunteers
• Diversity of industry sectors
• Follow standard rubric to make selections

Criteria
• Contribution to meeting the conference/program objectives
• Presentation skills of the speaker
• Desirability of the topic
PROPOSAL EVALUATION

Additional Considerations

• Cutting edge/advanced/very technical
• Innovative: new/fresh concept, procedure of application
• Case studies or lessons learned cited
• Sponsored by COPs, CIG, etc.
PROPOSAL EVALUATION

Point deductions

• Missing biography
• Repeat presentation from previous years
• Personal business marketing/solicitation
• Missing presentation description

• PROPOSAL DISREGARDED
Congratulations!
YOU’VE BEEN SELECTED!

• Notification in November 2018
• Acknowledge in a timely manner
• Return follow-up materials
  • Audiovisual requirements
  • Recording permission
  • Photograph
  • Registration
• Submit proceedings per guidelines

ADHERE TO DEADLINES
Advice from a Speaker

- Great Topic
- Sponsorship
- Past Experience
- Completed Proposal

- Details, Details, Details
- Learning Objectives
- References
- Titles
GREAT TOPICS

- General vs Specific
- ASSE Tracks
- Predict the Future

Brainstorm vs Research
PAST EXPERIENCE

• Speak early and often
• Collect References
• Team Up
COMPLETE PROPOSAL

• Block out some time – this is going to take awhile
• Start now
• Pay attention to word counts
Speaker, Chapter Dinner Meeting, February 18, 2018

Or

Dinner Meeting Speaker, Penn-Jersey Chapter of ASSE, February 2018. Topic: Image-Based Safety Training
Speaking Reference: Howard Spencer, Chapter Vice-President, 856-905-xxxx
GOOD OBJECTIVES

• What do you want attendees to be able to do when they leave your session?

• Learning objectives start with an action verb (preferably measurable)

• Conclude the objective with what the attendee will be able to do
EXAMPLES

Attendees will be able to:

• Define the differences between different classes of chemicals
• Identify potentially hazardous situations associated with tank storage
• Select appropriate personal protective equipment based on the types of hazards present
ACTION VERBS TO CONSIDER

- analyze
- apply
- arrange
- assemble
- assess
- calculate
- categorize
- classify
- compare
- compile
- design
- develop
- diagnose
- differentiate
- discuss
- distinguish
- establish
- evaluate
- examine
- examples
- explain
- match
- measure
- name
- operate
- organize
- outline
- present
- propose
- rate
- recall
- recognize
- recommend
- record
- relate
- repeat
- report
- select
- state
- summarize
- test
BUILD YOUR REFERENCES

Ask Permission

Ask for Written References

Ask Permission to use quotes from evaluations

Provide Complete Contact Information
TITLES: START STRONG

- Think Like A Copywriter
  
  *What headlines do you pay attention to?*

- Offer Solutions

- Boring or confusing = Likely to be skipped over

- People wonder “What’s in it for me?” and if they can’t figure that out quickly and easily, they will move on

A great title is **results driven, innovative,** and has a **strong engagement factor**
WHAT DO YOU THINK?

1. Ready, Set, Engage
2. The Seven Qualities of Outstanding Safety Professionals
3. The Fatal Flaws of your Active Shooter Response
4. Ice Cream and Ergonomics: The Wells Story
5. My Brain Made Me Do It: Understanding Psychological Drivers of Employee Behavior
6. Virtual Reality: Actual Hazards
MORE EXAMPLES (NOT FROM ASSE)

1. The Effects of the IoT, AI, Big Data etc. on the Processes and Cost of FM in Hospitals
2. Learn to Surf Chaos Instead of Drowning in It
3. The Drug Buzz Right Now!
4. Slippin’ & Trippin’ to the Oldies
5. Feelings, Fears and Failures: Emotions Over Engineering
Wrap Up