Call for Speakers for 2020 Programs in Philadelphia

PROGRAM FORMATS
Please structure your proposed session in one of the following formats:

- **Panels**: A minimum two and maximum four speakers with a moderator in a conversational format.
- **Workshops**: Highly interactive session led by a minimum of two speakers and should include worksheets or other in-session activities.
- **Case Studies**: Led by a minimum of two speakers who will present, by giving real-life examples, a study on an idea that was brought to fruition.

SUBMISSION GUIDELINES
Keep your total proposal to no longer than two pages and follow this format:

- Program title.
- Presentation abstract (500 words max).
- Educational objectives explaining what attendees will learn.
  - Please align objectives with LMA’s Body of Knowledge.
- Specific takeaways:
  - Three to five bullet points explaining what attendees will be able to implement at their firms.
- Speaker contact email and phone number.
- Brief biography, including relevant experience.
- References: List individuals who have either heard the specific presentation or can vouch for your ability to “wow” an audience.

Please send your submission to Charlotte Hale-O’Sullivan, Programming Co-Chair, at charlotte.osullivan@saul.com in a Word file.

TIMELINE
Deadline for submissions is **Wednesday, October 23, 2019**.
Speakers will be contacted by **Friday, November 22, 2019**.

TIPS TO INCREASE YOUR ODDS OF BEING SELECTED
- Include all of the requested information.
- Follow the submission format.
- Remember this is an educational session, not an opportunity to sell a product or service.
- Be specific about how you will engage and educate your audience.
- Provide details about takeaways:
  - Will there be a toolkit that attendees can implement immediately at their firms?
  - Will the session be interactive
  - How is this different from past programs?

LOGISTICS
- A microphone(s) and LCD projector will be available for your program.
- Please be prepared to use your own laptop.
- Should you choose to use a Mac, you will be responsible for providing a converter or any needed cable adapters.
• We video record these programs and a brief recap is posted on our YouTube channel.

QUESTIONS?
Contact Programming Committee Co-Chair Charlotte Hale-O'Sullivan, charlotte.osullivan@saul.com