Key Conference Request for Proposals (RFP) Application Guide

Applications for concurrent sessions are due by: Friday, December 1, 2017

About this Guide
This document is a guide for individuals submitting a concurrent session presentation at the 9th Annual Key Executive Leadership Conference on June 6, 2018 in Washington, D.C.

About the Annual Key Executive Leadership Conference
The Annual Key Executive Leadership Conference is a 200-person conference provided by the School of Public Affairs Key Executive Leadership Programs at American University. This event provides participants with the opportunity to explore principles, industry trends, and best leadership practices through key plenary and concurrent session presentations given by exceptional leaders in the field. Set in the heart of Washington, D.C., Key conference participants are from the federal government and public sector as well as non-governmental and non-profit organizations. The 2018 conference theme focuses on Innovation in a Box.

About the Conference Theme: Innovation in a Box
In leadership, everyone’s experience is different. Leaders can be emerging in the mix, just starting out, or experienced and honing their skills. They are operating in a multitude of environments with varied stakeholders and factors in play. The discussion at the 9th Annual Key Executive Leadership Conference will focus on how leaders foster innovation in a box through their sphere of influence and while driving change. How do they approach opportunity? How do they cultivate diversity & inclusion in their agency?

About the Request for Proposals (RFP) Application
The Request for Proposals (RFP) Application is completed on the online Swoogo platform. Swoogo is set up so that applicants can create a password and log in to work on their application over time. Once you are ready to begin the application, you can access it electronically.

Key Conference RFP Application: https://american.swoogo.com/KeyExecRFP

For more information on the conference, please visit: http://www.american.edu/spa/key/Key-Conference.cfm. For application questions or concerns, please contact: Mary Margaret Herman, mmherman@american.edu, or Jennifer Tether, jtether@american.edu.
RFP Application Components

➢ CV/Resume
(.doc, .docx, or .pdf)

➢ Presenter Bio
Please limit to 200 words or less. (.doc or .docx format)

➢ Professional Photo for Bio
A professional-looking photo in .jpg or .jpeg format -300 pixels is ideal. Please make sure that the photo is high-resolution.

➢ Presentation Outline
A description of what you will be doing throughout your presentation.
(.doc or .docx format)

➢ Conference Presentation Title
Please limit to 12 words or less.

➢ Presentation Abstract
This should be a brief but clear description of the presentation you will be providing. This will be the blurb that we use in our conference program and on the conference website. Note: It is helpful describe your method of delivery as well as the objective which you hope to achieve through your presentation. Please limit to 200 words or less. (.doc or .docx format)

➢ Delivery Method
You will need to identify what type of delivery method you will use for your session.

Lecture: a classroom-style instructional session conducted by leaders from a single point of view.

Facilitated Discussion: a dynamic forum designed for active audience participation. A facilitated discussion differs from a panel session in that presenters briefly introduce a subject or topic then actively engage the audience in a lively and emerging exchange of thoughts, ideas, strategies, and perspectives.

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**Experiential:** an interactive session featuring exploration and manipulation of technology, materials, and/or resources. Hands-on sessions encourage audience participation and engagement with concepts, ideas, role plays, and implementation strategies to better understand and develop practical application of session content.

**Panel:** an interactive session featuring several presenters who share ideas, viewpoints, and experiences on key topics and issues. Panel sessions are designed to cultivate increased understanding and advance knowledge on a particular subject through the sharing of different perspectives. Questions and comments from the audience are welcome.

*Please see the page below for the conference tracks and their associated ideas.*

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<th>Tracks</th>
<th>Innovation in a Box</th>
<th>Sphere of Influence</th>
<th>Diversity &amp; Inclusion</th>
<th>Driving Change</th>
<th>Opportunity Knocks</th>
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<tr>
<td></td>
<td>• Everybody’s experience is different-emerging, new, different</td>
<td>• Formal/informal spheres of influence</td>
<td>• Timely subject</td>
<td>• Vision connected to values</td>
<td>• Making choices based on opportunities (dreams vs. opportunities)</td>
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<td></td>
<td>• Infinite</td>
<td>• Formal/informal leaders</td>
<td>• Exploring bias</td>
<td>• Performance management (improve)</td>
<td>• Goals, Dreams, To Do list</td>
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<td>• Drive change</td>
<td>• Emerging, New, and Experienced leaders</td>
<td>• Cognitive, socioeconomic</td>
<td>• Changemaker</td>
<td>“What we should have done…”</td>
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<td>• Beyond the box-potential closing topic</td>
<td>• How do we develop loyalty in our workforce when the institutions are not loyal to them?</td>
<td>• International/global diversity</td>
<td>• Focus on older generation</td>
<td>What opportunities lie in public service? In government?</td>
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<td></td>
<td>• Gender</td>
<td>• Organizational culture</td>
<td>• Leadership Bucket List</td>
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<td>• Innovation—INNOVATION IN A BOX!</td>
<td>• Opportunity to make meaning</td>
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<td>• Managing/Influencing up</td>
<td>• Now is the time to begin to distinguish yourself</td>
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<td>• Resilience</td>
<td>• Following/pursuing opportunities</td>
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<td>• Risk Management/Crisis Management</td>
<td>• Building your dreams through opportunities</td>
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<td>• “Dreams change”</td>
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