Key Conference Request for Proposals (RFP) Application Guide

Applications for concurrent sessions are due by: Friday, November 30, 2018

About this Guide
This document is a guide for individuals submitting a concurrent session presentation at the 10th Annual Key Executive Leadership Conference on June 12, 2019 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 2019 conference theme focuses on Leadership and Culture. Discussion tracks for the 2019 conference include: communication, the conscious collective, diversity & inclusion, networking, and vision.

*Please see the last page of this document for the conference tracks and their associated ideas.

Being a leader requires the understanding of personal and organizational culture to foster effective communication, cultivate the conscious collective, and create a clear and inspiring vision. Leaders connect with others through influence, understanding diverse perspectives, and acting with integrity & trust. Their dynamic use of tools & trends enables them to transform themselves into a bionic and resilient leader. They also collaborate and empower others through shared leadership. The discussion at the 10th Annual Key Executive Leadership Conference will focus on five main topics: communication, the conscious collective, diversity & inclusion, networking, and vision.

A Note About Presentations
In a recent survey of conference participants, we asked which presentations were the most useful for professional development and found that presentations with practical tools, trends, and networking opportunities were the most useful. In addition, attendees are looking for content and

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tools that are translatable and adaptable to their work which express explicit methodology/how to, and limitations. Attendees are looking for take-aways that they can learn one day and implement the next.

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/KeyRFP2019

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

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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.

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 session 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.

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