Call for Presentations Guide

November 11, 2019 – January 27, 2020

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IAAPA Expo Overview

Event Name: IAAPA Expo 2020

Tagline: The Global Attractions Industry's Premier Event

Date: November 16, 2020 - November 20, 2020

Location: Orlando, FL

Venue: Orange County Convention Center South and West Buildings

IAAPA Expo:

IAAPA Expo is the largest international trade show for the amusements and attractions industry, featuring 1,000 exhibitors, over 570,000 net square feet of exhibit space, and more than 35,000 participants. IAAPA attendees are attractions professionals from across the globe representing Amusement Parks, Theme Parks, Attractions, Water Parks, Family Entertainment Centers, Zoos, Aquariums, Resorts, Museums, and Themed Entertainment. The Education Conference at IAAPA Expo features over 90 education sessions designed specifically for attractions professionals.

Speaking Engagements:

Speaking engagements at IAAPA Expo are granted to both industry and non-industry professionals. IAAPA Expo Speakers are leaders and subject matter experts in their fields. Education sessions are an opportunity to engage the industry, challenge traditional ways of thinking, and help move the industry forward in areas such as entertainment, facility operations, finance and information technology, food and beverage, human resources, safety, and more. Speakers receive a complimentary registration to IAAPA Expo which includes the Conference Education Program and access to the Trade Show Floor. IAAPA does not provide compensation, reimbursement for travel, or accommodations.

What is the Call for Presentations (CFP)?

The CFP is the process of soliciting presentation proposals for IAAPA Expo education sessions.

- This process ensures that fresh and forward-thinking content is added to the conference program each year.
- Abstracts are submitted, outlining the details of a proposed education session.
- IAAPA Committees review and select education sessions from abstracts submitted during the CFP.

Before You Submit:

- Ensure content is relevant to attractions professionals.
- Prepare abstracts which are thought provoking, informed by theory, research and/or case studies.
- Include elements of adult learning theory and instructional design:
  - Innovative, cutting-edge content
  - Stimulate and provoke discussion
  - Outcome-focused design
  - Audience engagement
- Consider the motivation of attendees who attend education sessions:
  - Professional development
  - Improve efficiency/bottom line
  - Find solutions for a problem/issue
  - Networking
  - Self-discovery
- Provide action items, best practices, and fresh ideas they can implement

Timeline

IAAPA Expo 2020 CFP		
Start Date	**Activity**	**End Date**
November 11, 2019	IAAPA Expo 2020 CFP **Opens**	January 22, 2020
January 22, 2020	IAAPA Expo 2020 CFP **Closes**; submissions no longer accepted	January 27, 2020
January 27, 2020	IAAPA Global Education Team compiles submissions for committee review	January 29, 2020
January 29, 2020	IAAPA Committee review period	March 14, 2020
March 16, 2020	IAAPA Program Planning Meeting; final selections	March 20, 2020
March 23, 2020	CFP submission accept/decline notifications sent	March 31, 2020

Submission Process

Proposal Title

A session title is the first requirement of the proposal process. When thinking of a session title, consider the following:

- Succinct titles that convey the intent of your presentation are better than long titles
- Limit to 75 characters or less
- Should be attention grabbing
- Appeal to your target audience
- IAAPA reserves the right to edit the title for marketing purposes

Presenters

During the proposal process, the submitter will identify the presenters for the education session. If all presenters are not yet confirmed at the time of submission, suggested names should be entered. The final presenters can be added later with approval of the session coordinator and/or IAAPA Global Education Team if the submission is accepted. There are four (4) presenter roles.

- **Speaker** - Individual presenting on a topic
- **Panelist** - A member of a group, participating on stage
- **Moderator** - Leads a panel discussion, introduces topics or executes question and answer with audience
- **Facilitator** - Individual leading an informal discussion at a roundtable event

Presenter guidelines:

- Speakers are encouraged to submit multiple abstracts, but may not present at more than 4 sessions
- Sessions should not have multiple speakers from the same company
- Brief professional biography required, including name, title, company, and photo
- Submissions deemed to be advertisements for products or services, or overly promotional will not be accepted
- If selected, all presenters must complete the IAAPA Expo Speaker Agreement
    - Terms of the agreement can be found at https://www.iaapa.org/expos/iaapa-expo/speak-iaapa-expo

Full Abstract

The abstract should summarize the benefits of attendance to the session. It should provide enough detail to convey the session's intent to the review committee.

- Include the learning objectives for the session
- Use measurable action verbs in the learning objections such as classify, estimate, identify, judge, illustrate, predict, describe, test, and summarize
- State what the attendees will gain from participating

Promotional Abstract

The promotional abstract is used for marketing the session within the IAAPA Expo Trade Show Program and on the IAAPA Expo website.

- Describe the benefit of attending this session

- Should be written in third person and using present tense
- The IAAPA team reserves the right to edit the description for marketing purposes

Example:

Learn how to drive guests with on-site specials through a variety of internal marketing tactics. Industry experts will share innovative ways to promote everything from annual passes and meal deals to unique, trend-setting apparel and souvenir photos.

Session Type

IAAPA Expo features five (5) types of sessions. The session type determines the room set and duration.

- 60-Minute, Keynote - Presentation that explores a session topic
  - No More than Four (4) speakers and One (1) moderator
- 60-Minute, Panelist - Panel discussion that explores a session topic
  - No More than Four (4) panelists and one (1) moderator
- 90-Minute, Interactive - Interactive session where attendees learn through structured group exercises or participation
  - No More than Four (4) speakers and One (1) moderator
- 90-Minute, Roundtable - Attendees rotate through table topics for face to face discussion
  - No more than (4) facilitators and One (1) Moderator
- 15-Minute, EDUTalk *(New for 2020!)* - Brief session presented by one (1) speaker

Session Type	Room Set	Description
60-Minute, Keynote	Theater	Chairs only, in straight rows facing the stage
60-Minute, Panelist	Theater	Chairs only, in straight rows facing the stage
90-Minute, Interactive	Flex	Room is a hybrid, comprised of 1/3 theater, 1/3 rounds, 1/3 hi-boy tables
90-Minute, Roundtable	Roundtable	Banquet tables with 10 chairs per table
15-Minute, EDUTalk	Theater	Chairs only, in straight rows facing the stage

Global Concept

Attendees travel from across the globe to attend IAAPA Expo. We ask submitters to indicate whether a session is focused on the global level or particular to a specific region. This indication will allow IAAPA to create a balance of sessions which appeal to a global audience.

After identifying the appropriate region, provide a brief explanation of how your session will appeal to your selected audience.

Regions:

- Global
- Asia Pacific
- Europe, Middle East and Africa
- Latin America
- North America

Note: In order to assist with translation requests, we also ask in which language the presentation will be delivered.

Selection Process

Committee Mentorship

During the CFP process, responses to the **Audience**, **Subject Matter**, and **Global Audience** fields are used to direct proposals to the appropriate IAAPA committee for review. Submissions can be routed to multiple committees dependent upon the responses to each field. Comprised of IAAPA members who are subject matter experts in their field, the committees review the CFP submissions and make their selections for education sessions in their respective areas. Once the selections are made, committees work in conjunction with the submitter to plan the IAAPA Expo education session.

The following committees are in involved in the CFP selection process for IAAPA Expo:

Constituency Committees	Education Subcommittees	Additional Committees
Amusement Parks and Attractions	Entertainment	Asia Pacific Education Subcommittee
Family Entertainment Centers	Facility Operations	EMEA Education Subcommittee
Museum and Science Centers	Financial Management and IT	Latin America Education Subcommittee
Water Parks	Food and Beverage	Media Relations and PR
Young Professionals	Games and Merchandise	Safety
Zoos and Aquariums	Human Resources	Security
	Marketing and Communications	Government Relations
		Manufacturers and Suppliers

Learn more about IAAPA Committees: https://www.iaapa.org/about-iaapa/iaapa-committees

Session Criteria

Abstracts are carefully selected based on the following criteria:

- **Clarity** - Clear, concise and specific learning outcomes/objectives, and a defined target audience
- **Extent** - Does the abstract appear to be of comprehensive quality?
- **Content** - Is the content relevant and informed by research, best practices and/or case studies?
- **Innovation** - Does the full abstract convey how the session focuses on moving the industry forward, challenges traditional thinking or offers a solution to a problem?
- **Presenters** - Is the maximum number of presenters exceeded? If multiple presenters, is more than one organization represented?
- **Overall Program Balance** - Does this proposal explain how it appeals to its audience and global audience selection?

Other Considerations

- Day and time of sessions is determined based on a variety of factors and is not guaranteed. Providing a balance of sessions by type and topic throughout the conference is the primary objective.
- Due to the high volume of submissions, the IAAPA team is unable to provide direct feedback as to why a submission was not accepted.
- IAAPA reserves the right to combine session abstracts, and/or change the session type in order to balance the number of sessions offered.
- IAAPA may edit session title and abstracts for marketing purposes.
- Once submissions have been finalized and submitted, they cannot be altered within the portal.
- Sessions with 2 or more presenters must be from different companies.

- A speaker may not speak at more than 4 sessions. Speakers are encouraged to submit multiple abstracts but know that a maximum of 4 abstracts per speaker will be allowed.
- Submissions deemed to be advertisements for products or services or overly promotional will not be accepted.

Ready to Submit?

Click Here

If you have any questions about the Call for Presentations, please reach out to Sean Bonner, Manager IAAPA Expo Education at SBonner@IAAPA.org