Call for Speakers: 2022 APMP NCA Mid Atlantic Conference

# INTRODUCTION

The Association of Proposal Management Professionals (APMP) National Capital Area (NCA) Chapter formally requests applications to speak and present relevant and engaging content at the 2022 Mid Atlantic Conference (MAC). **The conference is scheduled for Wednesday October 12, 2022, at The Westin Tysons Corner in Tysons, VA from 9:00am to 6:00pm.** The event will have a hybrid capability for attendees (online or in person participation) and speakers may present virtually, however a strong preference will be given to in person speakers.We invite our Chapter members, members of APMP worldwide, and industry experts to showcase their experiences and expertise and help us win U.S. Federal, State, and Local Government contracts!

**The theme of this year’s conference is “The Roaring Twenties!” and has three Learning Tracks: Connect, Collaborate, and Communicate.** As we roar back to normal operations…or towards a new normal…our tracks seek to build on the Three Cs of proposals (Compliant, Compelling, Concise). *Connecting:* as professionals across the industry, as organizations with our clients, and as leaders with our teams. *Collaborating:* with the Government and our clients to help shape proposals from a Capture perspective, with our fellow proposal professionals within the industry for lessons learned and innovations, and with our internal proposal teams to create winning responses. *Communicating:* with teams in a virtual world, with our clients from a delivery perspective to increase our company’s value and performance that would be reflected in CPARs, and with up and coming proposal professionals to continue to build and strengthen the profession.

Example topics (these are only prompts to stimulate your thinking, but feel free to use one):

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| --- | --- | --- |
| **Connect** | **Collaborate** | **Communicate** |
| * Best Practices and Innovations after Two Years of COVID * Becoming a Mentor Inside and Outside Your Organization * Best Team Collaboration Tools * Working with Delivery to Enhance Your Timeline * Working with Government to Shape RFPs – Do’s and Don’ts * Work Smarter, Not Harder (Proposal Team Tools) * Building Relationships with Subject Matter Experts | * Taking Advantage of APMP’s Programs and Benefits * Networking a Path for a Better Career and Future * Tools for Building Relationships with Government Personnel * Social Media and Networking * How to Build a Capture Team * Engaging the Proposal Team Early and Often * Ahead of the Curve: Engaging College Students, and their ideas, with Proposal Development | * University & PTAC Courses for Proposal Professionals * Building, Leading, and Communicating with a Diverse Proposal Team * BD Team, the Capture Team, and the Proposal Team * How to Communicate with the Government in a Virtual World * Effective Management in an Empty Office: How to Lead a Remote Team * Engage the Government Pre-RFP |

**Selected speakers will deliver a 50 minute presentation (suggest 40 minutes for content, 10 minutes for Q&A) on a topic related to the conference theme and relevant to a specific learning track.** Presentations formats are at the discretion of the speaker – keep in mind there will be virtual attendees. We will attempt to select a healthy mix of lecture, workshop, panel, facilitated discussion, and other innovative formats. We encourage presentations that are directly applicable to Government contracting and incorporate the Roaring Twenties! motif.

**The conference will have a total of 15 presentations with a goal 5 presentations aligning to each of the three tracks.** Each track will have two presentations scheduled in the morning (at 10am and 11am) and three in the afternoon (at 2pm, 3pm, and 4pm). Attendees will have ten minutes to transition between sessions. Registration will begin, and light breakfast fare will be available, beginning at 7:30am. Facilitated networking opportunities will be available from 8am to 8:45am and our sessions will kick off at 9am with a Keynote Speaker. A Keynote Panel will follow lunch at 1pm and at 5pm we will end the day with a closing address from our Chapter President and a Roaring Twenties! themed happy hour.

# HOW TO APPLY

To apply to speak at this year’s MAC: Email, subject line MAC SPEAKER APPLICATION – YOUR NAME, the following information in a Word document to [mdale@shipleywins.com](mailto:mdale@shipleywins.com) **by** **5:00pm EDT on June 30, 2022:**

* **Presentation Title**
* **Speaker Information** (name, title, and contact information)
* **Speaker Bio** (up to 200 words – include your current title/employer, APMP or other certifications, education, and detail what makes you an expert on the presented topic)
* **Presentation Abstract** (up to 250 words – include what you believe the audience will learn from attending your presentation)
* **Suggested Track** (up to 100 words on the relevance of the presentation to the track)
* **Format of Presentation** (in person or virtual; lecture, panel, workshop, etc.)
* **Target Audience** (include *Level(s) of Experience*: entry level, practitioner, advanced; and *Bid & Proposal Role(s):* Proposal Manager, Proposal Writer, Director / VP of Proposals, Color Team Reviewer, Color Team Lead, Editor, Graphic Artist, Capture Manager, etc.)

# INTELLECTUAL PROPERTY

The presentations shall becomethe intellectual property and copyright of APMP NCA. Republication, reprint, and Internet posting rights may be granted by APMP NCA.

# EVALUATION CRITERIA

The MAC Program / Speakers Subcommittee will evaluate applications based on the following:

* Does the topic demonstrate a high level of relevance to the conference theme / tracks, will it add to our Body of Knowledge (i.e., is it new or innovative content), and will it be engaging and relevant to our members?
* Does the presenter have demonstrated expertise in selected topic?
* Does the presenter have a demonstrated history, or have they displayed an understanding, of engaging and high quality presentation skills?

**“Blind” evaluation:** Presenter name and other identifying information will be stripped from your application before the Program / Speakers Subcommittee conducts its initial assessment. As a result, name recognition will not be a factor.

**We encourage applications from people who have never presented before as well as those with multiple presentations under their belt.** Making a presentation to a professional conference such as the MAC is a great way to raise your profile and foster your professional growth and development! Note that the Program / Speakers Subcommittee may elect to “down select” from the initial pool of applicants. It may then elect to request additional material from down selected applicants (e.g., via a telephone interview or a brief video of a sample presentation). They may also award presentation slots to some applicants over others to secure a diversity of formats, to meet the goal of five presentations per track, or to ensure all levels of experience have multiple presentations where they are the target audience.

**QUESTIONS**

Please do not hesitate to contact our 2022 Program / Speakers Subcommittee Chair, Matt Dale, with questions: [mdale@shipleywins.com](mailto:mdale@shipleywins.com).