



inspiration | innovation | inclusion
"At the Gathering Place by the Water!"

September 30th-October 2nd, 2020

Milwaukee, Wisconsin

Request for Presentation Guidelines

We are delighted you are planning to submit a proposal to present at the 2020 Midwest Region ICF Conference. We appreciate and respect your time and expertise. We come together to learn from and to support each other as coaches and or professionals affiliated with the coaching profession.

Key Considerations:

- *Breakout presenters will be compensated by receiving a free conference registration. We do ask you to pay your own expenses.*
- *While your breakout session will demonstrate your expertise, we ask that you refrain from any overt marketing. Overt marketing and salesmanship detract from learning and building relationships.*
- *When you provide information, the conference team commits to showcasing you as a presenter prior to the event, and at the event through social media, our program guide and key announcements/signage at the conference.*
- *If you desire, your topic and contact information will be shared with other Chapter leaders in our region to consider for local programming.*

Thank you for agreeing to these expectations. Your willingness to present is a gift to the coaching community, and we are grateful.

Conference Audience:

- Over 350 professional coaches are expected to attend this conference. A broad range of coaches will be present, from beginner to highly experienced, “master” coaches.
- Attendees will be national and international, English-speaking and some multi-lingual.
- Feedback from prior conferences reveal that attendees appreciate useful (able to apply tomorrow) interactive sessions, with hands-on exercises.

Pre-Conference “EnhanceU”

An interactive workshop to support coaches on their professional and life journey.

Self-Compassion
Coaching Supervision
Navigating Certifications
Guided Self-Reflection
Creating Your Life Plan

Conference Themes:

Science
Internal Coaching
Coaching Competencies
Grow Your Business
Technology and Tools
Diversity/Equity/Inclusion

General Requirements, Advice & Information:

- Some speakers may be chosen outside the RFP process. Invitations may be extended at the Program Committee's discretion to ensure quality, expertise and diversity of programming.
- Demonstrate how your presentation will assist coaches and how it applies to the ICF Core Competencies, if appropriate ([ICF Core Competencies](#)), and at least one of our conference themes.
- Design an innovative, creative and compelling presentation that fully engages the audience. Provide specifics and examples of how the audience will be engaged; and ensure learning.
- Use a short, compelling title that accurately describes the content of your session and attracts attendees. (Another good format for an effective presentation title is a short attention grabber followed by a longer line that highlights the intended outcome of the presentation.)
- Clearly demonstrate a balance between content and audience participation. Sessions should be experiential to the extent possible
- Present a concise proposal that clearly demonstrates the purpose of the proposed program. Make sure to include specific deliverables and not a broad overview.
- Submit a link to a brief video demonstration of your speaking abilities (which does not need to be professionally done). Presentation will not be considered without a video.

Session Details: Maximum Number of Presenters per Session: Two (2).

- Length: Sessions will be either 20 (TEDx like), 45 or 90 minutes in length. The length of the session can be extended based on the content of the presentation and the format of the overall

conference agenda. The Program Committee will work with speakers individually on the details of each session.

- **Room Capacity:** Rooms will accommodate: approximately 50 - 100 people
- **Audiovisual Equipment provided:**
 - 1 microphone for participants
 - 1 wireless lapel microphone for presenter
 - Flip chart with markers
 - LCD projector
 - Screen
 - Any additional equipment requests are subject to approval of the ICF Midwest Coaches Conference Steering Committee and are not guaranteed.
 - Presenters must provide their own laptops and cables.
- **Handouts:** Due to the cost of copying, ICF Midwest Regional Conference does not make copies of powerpoint presentations for handouts. Should you need a specific worksheet or form for your attendees to complete as part of a workshop, we can make those copies for you. Limit it to one handout or one page of a handout
- **Eligibility Requirements:**
 - ICF Members in good standing and non-members are eligible to submit proposals.
 - Members of the 2020 ICF Midwest Region Coaches Conference Steering team and Program Committee are not eligible to present in 2020, though members of other Conference Committees and conference volunteers are welcome to submit proposals.
 - The RFP process is for educational breakout sessions only. Keynote speakers will be chosen through a separate process.

Submission Deadline:

12:00 midnight eastern time (New York) on Monday November 30th, 2019.

- There are no fees required to submit a proposal.
- Early submissions may be given priority consideration.

Selection Process:

- Proposals will be reviewed by the Program Committee, and a volunteer team of ICF member Midwest coaches.
- You may get a call from one of the Program Committee members to discuss your proposal or be asked to participate in an interview with the committee.
- Evaluation criteria that will be considered:
 - Relevance of the program to the needs of the coaching profession
 - Innovative and experiential nature of the subject matter and session content;
 - Quality of the information provided;
 - Perceived value the session brings to coaching professionals;
 - Experience and credentials of the presenter(s);
 - Presentation skills;
 - Relationship to the conference theme and program tracks;
 - Eligibility for ICF CCE Units, especially Core Competency CCE Units.

The Program Committee will notify all applicants of their selection status by January 15, 2020.

Application and Steps to Submitting a Proposal:

STEP 1: Read this RFP guidelines document in full. Contact programs@icf-midwest.com if you have any questions.

STEP 2: Complete the electronic form via our website here. When complete, click “Submit Application”.

STEP 3: Once your application is submitted you will receive a confirmation email.

Thank you in advance for considering submitting an educational breakout session proposal for the ICF Midwest Region Coaches Conference. If you have any questions, email programs@icf-midwest.com.