



Call for Presentations NSCA Business & Leadership Conference

February 2011

Direct all proposals and inquiries by April 23, 2010, to:

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Present at the 2011 NSCA Business & Leadership Conference!

NSCA is currently accepting proposals for **one** exclusive educational presentation from an industry stakeholder to be delivered at the 2011 NSCA Business and Leadership Conference. This event draws more than 150 owners and managers of systems contracting firms. It is an exclusive event designed to help commercial electronic systems contractors learn, network and retreat together to improve their businesses.

PROPOSALS MUST BE RECEIVED AT NSCA HEADQUARTERS NO LATER THAN CLOSE OF BUSINESS ON APRIL 23, 2010. DELINQUENT SUBMISSIONS WILL NOT BE CONSIDERED.

The primary audience for this event include owners and managers of contracting firms. Business- or sales-related courses focusing on high-level topics such as management, communication, employee development, market trends, human resources, sales planning/compensation, and leadership will be considered. All proposed content should be independent of any association with products or services.

Who will develop and deliver the training?

NSCA will select proposals from all qualified parties. Special consideration will be given to NSCA member companies. If your company's proposal is accepted, you will be invited to develop and teach the session at the 2011 conference. The design and presentation of the training sessions will be expected to meet NSCA standards for quality and consistency. The NSCA Education Committee and marketing department reserve the right to edit the proposed course description and title as necessary for comprehension and salability.

Selection Criteria

Top consideration will be given to proposals that meet or exceed the following criteria:

- The seminar or workshop subject matter must pertain to beneficial practices for systems integration businesses.
- The subject matter must have a business- or sales-related focus.
- Programs must be generic in focus — not focused on a specific product or service.
- It is recommended that program length be 60-120 minutes.

Speaker Expenses

Speakers are responsible for all expenses incurred during their presentation's development and agree to teach on a voluntary basis. NSCA is a not-for-profit organization, and the ability to pay industry or professional speakers is limited.

We ask that you do not offer the information created for NSCA to any other show or event for teaching purposes, and that you do not submit information to NSCA that you have taught at another show or event. If your program is a duplicate of another course taught elsewhere, we would appreciate if you would disclose that information.

In the event that your proposal is accepted by NSCA, all course description and content material will become the property of NSCA and will be included in the body of knowledge housed by the Association. If your course materials represent proprietary technology/information, we understand that your material may not become NSCA property. Please contact the NSCA Education Department for proprietary content guidelines should there be any questions.

Your Proposal: Required Components

When submitting your proposal, be sure to complete each section identified on the form. If accepted, portions of this proposal may also serve as your course description used in the attendee brochure and in the online registration, so it is very important that the proposal submitted provides an **EXACT** match to the content you will present in the classroom. NSCA's Education Committee and marketing department reserve the right to edit your course description and title as necessary for comprehension and salability.

Your proposal should include the components listed below, and in the order shown, to be considered. Proposals with incomplete information will not be considered.

Course Instructor	Name of course instructor
Course Title	Short name of course (the shorter the better!)
Course Sub-title	A one-sentence title, clarifying what the course is about
College	Systems Sales Business
Length of Program	60—120 minutes requested
Course Description	<ul style="list-style-type: none"> ■ A “hook line” — something that will get people interested ■ List at least three concrete things attendees will learn in the class ■ Describe any items the attendee will receive, such as books or tools ■ Any unique aspects of the course
Skill Level	<p>100: Basic Level — Basic in nature; addresses fundamental concepts. The concepts taught are a starting point or a basis. They create a foundation for future learning.</p> <p>200: Intermediate Level — The concepts originated from a basic-level course, and add more layers or parallel concepts into the mix. These classes require participants to have some basis of knowledge or experience to work from as they are learning new facets to existing information.</p> <p>300: Advanced Level — Courses that facilitate the development of thoughts (ideas, theories, hypothesis, etc.) to the most advanced stage possible. The objectives taught at this level challenge learners to analyze information and use skills and knowledge learned at the basic and intermediate levels to gain an understanding of new and different, yet interrelated concepts.</p> <p>400: Expert Level — Requires a highly advanced degree of knowledge in the content area and are intended for designers/integrators with many years of experience in the field. These courses require in-depth knowledge along with highly developed skills in order to understand the concepts and procedures presented.</p>
Knowledge Level/ Experience	One or more specific things the student should already know relevant to the course content, including any prerequisite course work. Also indicate approximately how many years of experience in the general area the student should have.
Target Audience	Those who could most benefit from this information. State very specifically who should attend: novices, experienced people, technicians with a background in X, etc.
Equipment Required	Each room will be furnished with a projector, screen, whiteboard and markers. List whether a laptop is required or recommended and the necessary specs. List any other special equipment that will be required for each attendee or the classroom. Also include any potential material costs, such as special electrical requirements or room setup needs.
Materials Cost	Materials needed for the class (in addition to provided handout) including books, special tools, etc. and the approximate cost of the materials.
Instructor Contact Information	Complete contact information for the instructor, any other points of contact in addition to a photo and bio for the instructor are required.