



Call for Presentations NSCA University at InfoComm10

Pre-Expo Workshops

June 7 - 8, 2010

Expo Seminars

June 9 - 11, 2010

Las Vegas, NV





Present at NSCA University at InfoComm 2010!

The NSCA Education Department is currently accepting proposals for educational presentations from an industry stakeholder to be delivered at NSCA University at InfoComm 2010, pre-Expo and Expo Seminars. An event drawing over 35,000 attendees each year, the NSCA University at InfoComm Expo provides unparalleled educational opportunities to those who attend courses.

Pre-Expo Workshops and Expo Seminars Program

PROPOSALS MUST BE RECEIVED AT NSCA HEADQUARTERS BY NO LATER THAN CLOSE OF BUSINESS, JULY 31, 2009. DELINQUENT SUBMISSIONS WILL NOT BE CONSIDERED.

Courses will focus on current and upcoming technologies, sales and management techniques and strategies, and system design and installation. Classes are categorized at the difficulty levels of Basic, Intermediate, Advanced and Expert in the following colleges:

College of Systems Sales

Primary target: System Sales Staff

Secondary target: Manufacturers, Independent Sales Reps, Support Staff

College of Business

Primary target: Owners, General Managers, Support Staff

Secondary target: System Sales Staff, Manufacturers, Independent Sales Reps

College of Technical Knowledge

Primary target: Field Technicians, Bench Technicians, Installers

Secondary target: System Sales Staff, Manufacturers, Consultants, Independent Sales Reps, End Users

College of Project Management

Primary target: Project Managers

Secondary target: Support Staff

College of System Design

Primary target: System Designers, Consultants

Secondary target: Technicians, System Sales Staff, Manufacturers, Independent Sales Reps

College of Allied Professionals

Primary target: Architects, Engineers, General Contractors, IT Staff, Facility Managers

Secondary target: Consultants, Building Owners, System End Users, Electrical Contractors

Courses offered during pre-Expo (June 7-8) may either be 8 hours/1 day or 16 hours/2 days. Courses offered during Expo (June 9-11) must be 90 minutes, 2 hours or 4 hours in length. Of particular interest are 1) presentations that teach practical skills which can be applied immediately on the job and 2) classes at the Advanced and Expert levels focusing on the integration and convergence of various technologies. Topics should be generic--that is, not product or company specific.



Call For Presentations - NSCA University at InfoComm 2010 (continued)

What is the goal of the training?

The goal is to provide systems technicians and contractors with leading edge skills in technical and business areas. Emphasis is being placed on programs that teach skills critical for success in the systems integration market. Lecture programs are not wanted. We are looking for programs that include practice activities and **as much hands-on skills training as possible**.

When will the training take place?

Pre-Expo workshops will take place on the two days preceding the opening of the NSCA University at InfoComm 2010 Exhibition, June 7-8. Expo seminars will take place during the exhibition, June 9-11. All student registration, ticket pricing, admission, and other logistical considerations will be administered by the NSCA education department.

Who will develop and deliver the training?

NSCA will select proposals from all qualified parties, with special consideration given to NSCA-member companies. If your company's proposal is accepted, you will be invited to develop and teach the session at NSCA University at InfoComm 2010. 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.

What materials need to be prepared for the training?

NSCA Instructors are expected to prepare: 1) course outline summarizing learning objectives of the class, 2) course handouts that will be distributed to registered attendees and 3) various information relating to travel and course needs. Instructors will also need to be prepared to adhere to given deadlines in order to contribute to the successful implementation of courses.

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 technical, business or sales related focus.
- Programs must be generic in focus--not focused on a specific product or service.
- Sessions should be taught by one individual. Panel discussions will not be considered.
- Programs that are 90 minutes, 2 hours, 4 hours (during Expo, June 9-11), 8 hours/1 day or 16 hours/2 days in length (during Pre-Expo, June 7-8) will be considered. Shorter or longer programs will not be considered.
- Programs must be targeted toward typical low-voltage electronic systems technicians, installers, and/or designers (for technical courses) and low-voltage supervisors, managers and owners (for business and sales related courses).
- Programs that teach practical skills and troubleshooting that can be transferred and applied in various situations in the field are highly desirable.

Proposal Specifications

Proposals should be submitted using the layout shown on the last page of this document. All items shown on that page must be included in your proposal for full consideration.



Speaker Expenses

All speakers receive complimentary Expo badges for the show floor. **Instructors who are employed by contracting or consulting firms qualify for assistance with transportation and hotel accommodations.** Instructors not employed by these types of firms do not qualify for assistance.

Speakers are responsible for all expenses incurred during their presentation's development and agree to teach on a voluntary basis. Those seeking honorariums or additional financial assistance will not be considered.

Course Submission

We ask that you do not offer the information created for NSCA conferences to any other show or event for teaching purposes, and ask 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 NSCA Education Department at 800.446.6722 for proprietary content guidelines should there be any questions.

Re-submitting a proposal or course

If you are submitting a proposal or course that has been taught in the past, please indicate how you intend to improve the course in the future. What changes do you intend to make based upon the evaluations and feedback from the previous year? How will you incorporate new changes in technology into your curriculum?

NSCA Expo Education Proposal Contact Information

Direct all proposals and inquiries to:

Norah Hammond

Senior Director of Professional Development
nhammond@nsca.org
(319) 861-8626

NSCA

625 First Street SE, Suite 420
Cedar Rapids, IA 52401
Phone: (319) 366-6722 or (800) 446-6722
Fax: (319) 366-4164



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. Students are paying money for the courses they choose, and their choices are made almost exclusively based on the content and description of what **YOU** say will be presented. NSCA 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 Project Management
System Design Technical Knowledge Allied Professionals
- Length of Program** 90 minutes, 2 hour or 4 hour Expo seminar (June 9-11)
1-day or 2-day Pre-Expo workshop (June 7-8)
- Course Description**
- 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**
- 100: Basic Level**—Basic in nature address fundamental concepts. The concepts taught are a starting point or a basis. They create a foundation for future learning.
- 200: Intermediate Level**—The concepts originated from a basic level course, and add more layers or parallel concepts into the mix. These classes will require the participant to have some basis, either knowledge or experience to work from as they are learning new facets to already existing information.
- 300: Advanced Level**—Courses that facilitate the development of thoughts (ideas, theories, hypothesis, etc.) to the most advanced stage possible. The objectives taught to 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.
- 400: Expert Level**—Require 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.
- 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 (i.e., technicians, project managers, designers). 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.



Sample Education Proposal

NSCA University at InfoComm 2010

Course Instructor Name, accreditation

Course Title

Course Sub-title

College Systems Sales Business Project Management
System Design Technical Knowledge Allied Professionals

Length 90 minute seminar
2 hour Expo seminar 1-Day Pre-Expo workshop
4 hour Expo seminar 2-Day Pre-Expo workshop

Course Description

Skill Level 100 (Basic) 200 (Intermediate)
300 (Advanced) 400 (Expert)

Knowledge Level/Experience

Target Audience

Equipment Required (any equipment or electrical needs beyond a standard A/V presentation set)

Materials Cost (Books, giveaways, special tools or equipment needed)

Instructor Contact Information

Name
Company Name
Address
City/State/Zip
Phone
Fax
E-mail

Speaker Qualifications

Attach or paste your photo and bio
[if you are a returning instructor, please submit a new bio and photo]

*If you would like an electronic copy of this template, please contact Norah Hammond at nhammond@nsca.org or call (800) 446-6722