



Welcome Speakers!

CSAE is seeking speakers with innovative solutions and great stories to share at this year's annual conference. In addition to sessions that cover the five main association leadership competency areas, we want to be even bolder this year! Case studies, presentations and learning activities that can be delivered online are all of interest.

2021 Conference Theme: Community

We are all built within – and by—the various communities to which we belong. Communities come in all shapes and sizes and compositions, and can be uniquely focused or broadly based. By sharing, collaborating, joining forces –and minds – professionals and their organizations reap exponential benefits. This year, CSAE is proud to showcase stories and expertise in a way that allows you to harness the power of this community to enrich your own organizational and professional success.

Find your community with us, this fall.

Submitting your Proposal

CSAE aims to provide a program balancing the wide variety of learning needs of our target audience: associations and not-for-profit professionals at the senior and executive level (See below for additional detail on this audience.) We welcome proposals for sessions that will help associations intelligently assess their challenges and constraints and take practical steps toward effective solutions.

While CSAE audiences are always keen to hear from other association leaders, we're also open to proposals presenting solutions and strategies from other sectors that would be equally innovative for associations and not-for-profit organizations.

Conference programming will be aligned with the Competencies for Association Executives. These include:

COMPETENCIES OVERVIEW



Optimize Governance

1. Ensure effective and efficient governance
2. Contribute to the effectiveness of the board and committees
3. Lead development of a strategic plan
4. Advise the board on issues requiring their input
5. Develop a risk management strategy

Establish Direction

1. Analyse current financial state of the organization
2. Develop a long-term business strategy
3. Develop an annual business plan
4. Develop and maintain brand and reputation
5. Develop partnerships to achieve organization objectives

Lead People

1. Evaluate human resource requirements
2. Recruit staff and volunteers
3. Onboard staff and volunteers
4. Establish staff and volunteer codes of conduct
5. Manage individual performance
6. Manage teams
7. Manage change
8. Conduct ongoing personal leadership development

Manage Operations

1. Manage day-to-day financials
2. Manage an annual external financial audit or review engagement
3. Manage facilities
4. Manage equipment
5. Manage technology
6. Develop operational practices

Deliver Value

1. Collect evidence-based data
2. Identify needs of segments
3. Conduct continuous improvement of organizational offerings

We suggest reviewing the [Competencies for Association Executives](#) for more detail.



Submission tips:

1. Make sure your title and description accurately reflect your session content! Both your title and description will be published in the online program and in the conference schedule. When considering a title, keep in mind that it should be able to stand alone and clearly convey what your presentation will cover.
2. Plan to articulate at least 3 clearly defined learning objectives that participants in your session can expect to walk away with. This will encourage the right audience to participate in your session.
3. In designing your session, keep in mind that adult learners get better results when they have an opportunity to participate actively. Try to include opportunities for interactivity amongst participants which will allow for an exchange of ideas and knowledge amongst peers.

Target Audience

The audience is split between association executives (~60%) and the business leaders (~40%) who provide products and services to the sector. At least 70% of our executive audience are senior leaders in the association and not-for-profit sector with the large majority of those in the CEO or Executive Director Position. While some introductory or intermediate concepts are welcome – a deep dive into advanced topics is preferred.

The bulk of the learning content is intended to further develop leaders in the association sector. Content that covers general leadership topics and the development of business acumen will apply to both business and association leaders.

Session Formats

Through past feedback, we are limiting presentations to maximum 30 minutes. When submitting your proposal, please select the appropriate format for your presentation. You can submit for the following formats:

1. Case Studies (15 – 30 minutes): Designed to help association professionals understand the process and outcome of a practice your organization implemented. Your content should be structured to ensure session participants also have an opportunity to learn from each other under your guidance. Submissions in this category should demonstrate how the tools provided will enable attendees with concrete plans to effect change in their organizations.
2. Panels (30 minutes): Discussion on a specific issue and highlight various strategies and approaches to common problems facing leaders today. Panels that explore different approaches to similar challenges are particularly welcome this year given our theme.
3. Interactive sessions (30 minutes): The audience is typically in a senior position and has valuable insight to share. Talented moderators who want to propose facilitated discussions on defined topics are welcome.



4. Lectures (15-30 minutes): Are you demystifying new concepts or introducing new ideas? While we know adult learners prefer interactive sessions, we also recognize that some content is best delivered in a seminar format.

Proposal Evaluations

All submissions are considered according to the following criteria:

- *Originality*: Does the submission explore innovative ideas and concepts or new approaches to common issues?
- *Relevance*: Does the submission align with the Call for Presentations instructions and the conference theme?
- *Applicability*: Does the submission apply specifically to the association and NFP sector? Will tools and templates be included as take-aways?
- *Delivery*: Does the presentation engage learners through opportunities for participant interaction?
- *Concept*: Is the overall submission an asset to the conference program?

Key Dates

Proposal Milestones	Date
Call for Proposals Deadline	July 23, 2021
Acceptance and Rejection Notifications	August 27, 2021
Agreement Form Completion	September 10, 2021
Submission of Promotional Content	No later than October 1
Submission of Presentation Materials	No later than October 1
Speaker Rehearsals	October 18 - 29
Conference	November 9 - 11, 2021

Remuneration

There is no fee payable by CSAE for this engagement.

Marketing and Promotion

All selected presenters are requested to provide both a guest blog post and a short video, designed to both promote your session and the CSAE 2021 Conference. CSAE will share all blogs and videos throughout the promotion cycle leading up to the conference ensuring you'll get maximum visibility for your participation.

If you have questions, please contact Emma Girduckis at emma@csae.com