NATIONAL WORKERS
COMPENSATION
AND DISABILITY
CONFERENCE

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Successful proposals will help the submission review panel envision the presentation and understand the value it will impart to attendees. For proper consideration, each submission should adhere to the following requirements.

Proposal Info

- Give your presentation a descriptive and engaging title. Think about your target audience and the issues that are top of mind for them.
- Make sure your abstract description contains enough detail so the selection panel has a clear grasp of what you're going to talk about, and what attendees will take away from it.
- Give **three** key learning objectives for attendees, clearly articulated, with measurable outcomes where applicable.
- Include the education level of the content: Basic, intermediate or advanced
- List any evidenced-based references or supporting documents used for developing the presentation.

Presenter Info

- Explain presenter composition. *Sessions that include professionals directly involved in managing safety or workers' compensation will be given preference by the selection panel.* Attendees tell us they benefit most from the firsthand experience of their peers facing similar challenges. While we value vendor and provider perspectives, ideal presentations should also include an employer-client engaged with the topic firsthand. As a general guideline, proposals should include no more than two speakers unless it is a panel discussion, which should be limited to moderator with two panelists.
- **Please secure agreement to participate from all presenters before including them in your submission.** Panelist qualifications and connection to the subject matter are a key part of the selection criteria focus. While we understand that speaker changes can occur due to schedule availability, it is our expectation that proposed speakers will be ready and available to participate if the proposal is accepted.
- Proposals should include no more than two speakers unless it is a panel discussion, which should be limited to moderator with a maximum three panelists.
- Include names, full credentials, brief bios and contact information for each presenter.

Important Reminders

- **No selling or self-promotion of any kind.** Don't use your presentation as a platform to market your company or product. Proposals that promote or endorse particular products or companies will not be considered.

- Make sure all corporate approvals are secured prior to making your speaking submission. Your photo, name, title and company brand will be promoted in our pre-event, onsite and post-event marketing activities.

More Ways to Help Your Proposal Stand Out

Proposal Creation Best Practices

- Feel free to submit up to three proposals. We're looking for diverse approaches across tracks. The more proposals we have to consider, the greater the chance we'll find an ideal fit for your material on the session agenda.
- Be passionate about your chosen topic.
- Avoid using undue amounts of jargon … draft your proposal in plain language.
- Include specific strategies attendees can implement within their own workers' comp and injury prevention programs. The best presentations give attendees a framework to envision how your ideas can be applied to the challenges they face.
- Start with your goal in mind. Consider the key ideas you want attendees to walk away with and develop your proposal around how you'll deliver those ideas and instill attendees with the urgency of your message.
- Keep in mind that participants learn not only from successes, but also from the lessons taken away from failed efforts.

Choose the Right Format

Select a format. Choose a format and structure that will best engage the audience in the specific material being presented. Format options include:

- Traditional — A typical lecture-style presentation, with or without a moderator present.
- Point-Counterpoint — A moderator leads subject matter experts who explore a topic from diverse or even opposing points of view.
- Rapid Fire — A high-energy, fast-paced format features multiple speakers presenting content, typically with simple but fast-moving slides.
- Case studies – Step-by-step account of one company's experience implementing a new strategy or program, with results measured and explained.
- Scenarios – Can be used to present approaches to material using what-if situations or to illustrate critical decision-making approaches, for example.
- In-Depth — An in-depth approach may be better suited for presentations containing advanced-level material. As advanced content attracts more experienced practitioners, look for ways to engage attendees with each other, through break-outs or table discussions.
- CompTalks — our exciting new short-format program. CompTalks are 15-minute solo presentations, like TED Talks, but for the workers' comp community.

Think Ahead to Your Presentation

- The most memorable session experiences are those that actively engage the audience in more than one way. If you're presenting a session in a traditional lecture style, consider

adding a poll or a guess-the-answer question, or questions that attendees can answer by a show of hands.

- Tell a story.
- Don't pack your slides like your luggage. Slides should contain a minimum amount of information. Overloaded slides take the audience focus off of the presenter and are commonly known to be less effective at getting ideas across. You want your slides to help guide attendees through your presentation, rather than merely repeating what you're telling them.
- By all means include "for more information" slides with additional resources for attendees, but don't shortchange your presentation by spending time presenting that content. Refer to it briefly and let them know exactly where to access it.
- Rehearse your presentation before your colleagues and review your abstract to ensure that your presentation aligns with the proposal you've submitted.
- In addition to educational takeaways, we urge presenters to consider tangible resources or tools that attendees can use once they've returned to their employers. Examples include checklists, assessment forms, whitepapers, how-to's, toolkits, templates or worksheets.
- Make 'em laugh (but be cautious). Infusing humor can be an incredibly effective way to make your session and your content memorable. Just be certain not to overuse it, and by all means keep it suitable for all audiences.

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Visit National Comp's website for more information about our 2021 Conference Program.

2021 Important Deadlines

- Application Closes: March 12, 2021
- Final Selection Notification: April 30

If you have any questions or problems submitting your proposal, email NationalCompProgram@theinstitutes.org.