



Concurrent Session Speaker Request for Proposal (RFP)

SITE 2012 Annual Conference
McLean/Tyson's Corner, VA (Washington, DC)
June 24-26, 2012
Hilton Tyson's Corner

SITE's Program Committee invites you to submit a proposal to speak at the SITE 2012 Annual Conference in Washington, DC. The conference sessions and exhibits are SITE's most significant way to provide professional development and learning opportunities for its members. Since SITE's members represent companies and organizations operating in varied capacities within the insurance industry, there is a wealth of knowledge within our ranks. Please consider participating in our conference as a session speaker.

The Program Committee is seeking to build a program that addresses the personal and professional development needs of attendees at multiple levels, including:

- New and seasoned trainers (non-management)
- New and senior learning leaders working in the Property & Casualty, Life & Health Insurance, Financial Services Industries and Insurance Agencies

Please keep this structure in mind as you consider topics for submission. For more information about the SITE conference visit:

http://insurancetrainers.org/guest_annualconf.php

Concurrent Session Speakers

We will be offering our members several types of learning sessions. These will include:

- Interactive Sessions (90 minutes)
- Learning Labs/Mini-Workshops (150 minutes)

Interactive Sessions – "Lecture-only" presentation style is not considered a sound instructional design practice. Presentations need to incorporate a number of learning styles and/or visual aids.

Learning Lab – Think of a Learning Lab like a chemistry or bio lab back in your high school days. Participants could be given an assignment to work on potentially with a partner or in a small group. Some knowledge of the subject is expected and there is little actual "teaching" that goes on. Instructors or facilitators circulate thru the room to offer advice, suggestions, etc. Labs could be paper based projects such as writing good learning objectives or computer based such as building a small PowerPoint presentation that could be turned into a small e-learning module. In the learning lab environment, participants work at

their own pace with individualized assistance from the instructor. How far they get in the process could vary by their skill coming into the class and how well they grasp the concepts. Ideally in a learning lab there is a main instructor or presenter and several knowledgeable assistants to circulate throughout the room. Learning labs are great for generating creativity. One great concept is to allow the teams or partners to present at the end the result of their efforts. This allows for lots of great sharing and more novice learners in the group get the benefit of learning from others in the room. It's also a great way to get lots of networking and conversation started after the learning lab ends! Students can be encouraged to bring and use their laptops.

Mini-Workshop – The mini-workshop differs slightly from the Learning Lab. In this environment, participants learn then practice following along with the instructor. Rather than allowing the self-paced approach in the Learning lab, a Mini-Workshop is more controlled by the instructor. Using the examples above, the instructor would demonstrate a step or steps in a process, then ask the participants to complete that step. This type of approach can also be used in a variety of ways and involves less of a demand on the instructor. Participants follow at the same pace and everyone reaches the same end result. This approach is good for teaching a new skill (for example, learning how to structure a virtual class or presentation). The instructor assumes little or no knowledge of the subject and teaches each skill necessary to accomplish the end task.

The Program Committee will select the presentation topics based on the needs of our members. If your topic is selected we will ask that you submit related hand-outs/worksheets/job aids one week prior to your presentation. These will be posted to the conference website following the conference.

Our educational themes/tracks for the 2012 conference include:

1. Technology (Online Training-synchronous and asynchronous, Learning Management and Content systems, Social Technologies, Video audio podcasts)
2. Training Skills (Design, Presentation, Evaluation, Adult Learning Principles, Platform, etc.)
3. Functional Training (Claims, Underwriting, Marketing, Agent Training)
4. Personal / Soft Skills Training
5. Training Management (Using outside consultants, ROI, training function evaluation)

If you have an Interactive Session, Learning Lab or Mini-Workshop that relates to the 2012 conference themes, please submit the following information:

- Biographical information (limit to 200 words); including education, related work experience, SITE activities. Include your photo with your biography. NOTE: If you are selected as a conference speaker this information will be used in the conference website and program booklet.
- Session description (limit to 200 words) – for inclusion in the conference website and program booklet.

- Performance Based Learning Objectives, outline and any other information that will offer the Program Committee a clear view of your topic. Indicate type of session (Interactive session, Learning Lab, Mini-Workshop). In addition to your session description, we will use these learning objectives in the website and program.
- References – Please give us a contact name, number, email of someone who has seen your presentation.

As a non-profit organization, SITE does not compensate its members for concurrent session presentations. Travel and other expenses are also not reimbursed. In addition, concurrent session speakers must register as an attendee for the full conference, or submit a single-day registration for the day of their session.

Policy on Presentations provided by Vendors/Exhibitors

SITE is receptive to educational sessions presented by our Solution Provider colleagues. However, if products are involved, they may only be mentioned incidental to the underlying educational value of the session. SITE, as a not-for-profit organization values our members' right to privacy, and will always monitor the fine line between showcasing new education / technology and merchandising. This policy is in keeping with our position of providing our members with education to solve their training challenges versus access to them for sales purposes. Presenters who offer resources / services that may be of interest to attendees / companies will refrain from "selling" their services during the course of their session but are encouraged to participate as an exhibitor where participants can follow-up directly with representatives.

In some cases, the Program Committee may contact you to see if you can adjust or adapt some of your ideas to a different format depending on member needs.

Please submit your information and attachments by **October 21, 2011** to:

Brenda Davis, AAI, AIS, ITP – Office:
619-849-3757; bdavis@alliantinsurance.com

If you have questions please contact SITE Program Committee Chair:

Brenda Davis, AAI, AIS, ITP – Office:
619-849-3757; bdavis@alliantinsurance.com