

2020 Call for Presentations 60- or 75-Minute Education Session Submission Guide

60- OR 75-MINUTE EDUCATION SESSION OVERVIEW

The standard session type offered at the Conference on Landscape Architecture. Session includes 50/60 minutes of presentation followed by 10/15 minutes of Q&A, maximum three speakers.

When crafting your proposal, please consult the [example education session submission](#).

PROPOSAL REQUIREMENTS

This submission guide will walk you through what's required to submit a session for consideration. Please pay special attention to the **Expert Tips** when creating your submission.

- **Presentation Title:** Titles should describe the content and relevance of the presentation in 12 words or less. The title should also be provocative and appealing to the prospective audience.
Expert Tip: Attendees often choose to attend a session based on the title. Be concise and give attendees a reason to choose your session.
- **Session Marketing Statement:** The marketing statement should provide a clear summary of the content of your session. Do not include the title or speakers' names.
Expert Tip: This statement will be used in promotional materials. Your marketing statement should be written with the audience in mind. It should explain the content and also entice attendees to attend your session.
- **Speakers & Speaker Agreement:** Include name, email address and role for each speaker. Submitters can either complete the profile information for each speaker or send a request inviting the speaker to do so. Presentations are not complete and cannot be submitted until all speakers accept the Speaker Terms and Agreement. A submitter cannot complete this task on behalf of the speakers.
Expert Tip 1: Start your proposal early. Proposals cannot be submitted until all speakers accept the speaker terms and agreement
Expert Tip 2: Include speakers from diverse backgrounds, allied organizations, collaborative partners from other design disciplines, clients, competitors, researchers, commercial vendors, specifiers, practitioners, etc.
Expert Tip 3: To promote a new and diverse group of speakers, sessions that include speakers who did not speak at last year's conference will be viewed favorably.
- **Track:** Select the most appropriate track for your proposal.
- **Audience:** Identify at least one appropriate audience for your proposal.
Expert Tip: Attendees want to see themselves and know the education as crafted with them in mind.
- **Instructional Level:** Indicate the level of experience/knowledge an attendee should have to attend your session.
Expert Tip: The average meeting attendee has 15-20 years of professional experience. Sessions should be geared toward an intermediate to advanced audience. Spend less time on overviews and more time on specifics and technical information.

- **Health, Safety, and Welfare:** Indicate whether the proposal meets the Landscape Architecture Continuing Education System™ (LA CES) definition of [Health, Safety, and Welfare](#).
Expert Tip: Submissions that can successfully meet this requirement (ASLA's goal is 85% of program) are more likely to be chosen.
- **Panel Equity, Diversity, and Inclusion:** Sessions benefit most when designed with a panel that includes multiple voices with varying points of view. Examples of diverse panel representation include speakers from diverse backgrounds, representatives from allied organizations, collaborative partners from other design disciplines, clients, competitors, researchers, commercial vendors, specifiers, practitioners, educators, etc.
Expert Tip: Sessions which address equitable practices and demonstrate multiple aspects of diversity (i.e. ethnic, racial, cultural, etc.) with focus on both visible and invisible diversity are in high demand. Panels that include voices from outside the profession are also strongly encouraged and will be given special consideration.
- **Learning Outcomes:** Four unique learning outcomes are required for each session. Each learning outcome should clearly and concisely describe what the attendee will learn in one sentence.
Expert Tip: Outcomes should use action verbs to describe what attendees should be able to do by the end of the session.
- **Session Outline:** Session outlines should demonstrate a clear and concise plan.
Expert Tip: Be sure the outline covers the marketing statement and learning outcomes. Indicate the amount of time each speaker will spend covering each section of the outline.
- **Takeaway:** Identify key ideas, skills, or knowledge an attendee can apply in practice following the session.
Expert Tip: Identify a tangible takeaway an attendee will have when they leave your session. What key idea, skill, or knowledge will an attendee gain from attending your session?
- **Sources:** Identify 2 – 4 references to source materials that inform your presentation. These can include webpages, articles from periodicals, books, etc.
- **LATIS Consideration:** ASLA publishes educational, technical papers known as the Landscape Architecture Technical Information Series (LATIS). Indicate whether you'd like your proposal to be consider for development into LATIS

SUBMITTING YOUR COMPLETED PROPOSAL

Once all required tasks have been completed, including all speakers signing the Speaker Terms and Agreement, select PREVIEW & SUBMIT. You will receive an email confirmation.

SUBMISSION REVIEW CRITERIA

The selection process for the ASLA Conference of Landscape Architecture is competitive. Only 1 in 4 presentations will be selected. The ASLA Annual Conference Education Advisory Committee (ACEAC) will review, evaluate, and score submissions using the following criteria:

- Relevance to the profession of landscape architecture
- Clearly stated and achievable learning objectives
- Timeliness of the topic
- Subject matter appeal
- Appropriate audience type and expertise level (intermediate, advanced)
- Speaker qualifications
- Panel equity, diversity, and inclusion

REQUIRED TAKEAWAYS

If your submission is selected for the conference, your panel will be required to submit a session guide and a 10 – 12 question quiz.

TIMELINE

December 10, 2019	Call for Presentations Opens
January 23, 2020	Deadline for submitting proposals (11:59 PM PST)
February 2020	ASLA Annual Conference Education Advisory Committee (ACEAC) evaluates proposals and makes recommendations
March 20 – 31, 2020	Selection notification sent to submitters
October 2-5, 2020	ASLA Conference on Landscape Architecture