



Session Topic Ideas

This topic idea page is meant to get you started in preparing your proposals to speak at the **2018 Employee Ownership Conference**. We have listed some of the standard topics that are usually included as part of the annual conference each year, plus a few new ideas. You can anticipate lots of competition for all standard topics, and although we need to include them, we also welcome new ideas and encourage you to develop them for breakout sessions. See *"Guidelines for Speaking Proposals"* for further information.

APRIL 18-20, 2018 / PRECONFERENCE APRIL 17 / ATLANTA, GA

www.nceo.org

Track 1. ESOP Basics

The audience for this track is generally people with business experience but minimal exposure to ESOPs. It includes senior leadership of companies considering ESOPs or with new ESOPs, new leaders in companies with established ESOPs, and non-managers.

- ESOP 101 or Intro to ESOPs for Frontline Employee-Owners
- Overview of an ESOP Transaction
- Determining the Feasibility of an ESOP
- Valuation of Stock for Sale to an ESOP
- ESOPs in Business Succession and Estate Planning
- Fundamentals of ESOP Repurchase Obligation
- ESOP Plan Design
- Basic ESOP Financing
- The ESOP Administration Timeline
- Getting the Most From Your S Corporation ESOP
- Basic ESOP Distribution Rules

Track 2. ESOPs: Beyond the Basics

The audience for this track is experienced senior leaders in ESOP companies, trustees, and service providers.

- Overhauling Your ESOP: Dealing with Changes in Business Conditions
- Workshop for Internal Trustees
- ESOP Distribution Rules
- Planning for and Funding the Repurchase Obligation
- ESOPs in Mergers and Acquisitions
- Administrative Mistakes and How to Fix Them
- Sustaining an ESOP in Mid-Life and Beyond
- ESOP Administrative & Disclosure Responsibilities:
- Who Must Do What, When
- Forming an ESOP Committee: Fiduciary vs. Administrative Roles
- Trends in Litigation/Legal Updates
- Finance: Capital Market ESOP Transactions
- Diversification: Rules and Current Trends
- Accounting for ESOPs

Track 3. Compensation and Benefits

The audience for this track are senior leaders in ESOP and non-ESOP companies concerned with compensation and benefit issues and could also include human resource professionals.

- Key Executive Compensation Issues in ESOP Companies
- Effective Boards of Directors: Obligations, Compensation, and Recruitment
- Broad based Incentive Plans in ESOPs and Non-ESOP Companies
- Planning Compensation and Benefits in an Employee-Owned Company
- Forms of Equity Compensation for ESOPs and Non-ESOP Companies
- Multi-National ESOP Companies: How Do We Include All?
- Leveraging Your ESOP as a Powerful Recruitment Tool

Track 4. Communications and Ownership Culture

The audience for this track comes from all types of employee-owned companies, and includes senior leaders, human resource professionals, non-managers, and members of employee committees.

- Case Studies: Communicating in Employee-Owned Companies
- Plan Communication Basics
- Introduction to Business Literacy and Open Book Management
- Short-Term Incentives to Support Your Ownership Culture
- Effective ESOP Committees
- Techniques for Creating a Culture of Owners
- Teamwork in an ESOP
- Integrating Shared Ownership Into Your Existing Culture Strategy
- What are the Non-Financial Benefits of Employee Ownership in a Company's Brand or Culture?

Track 5. Leadership and Governance Issues

The attendees for this track represent leadership broadly conceived, including directors, executives, middle managers, and service providers.

- Building Your Top Management Team
- Sustaining Your ESOP Company Over the Long Term
- Selecting and Training ESOP Company Board Members
- The Life of Your ESOP: Decisions You Need to Think About
- Strategic Planning: Pros and Cons
- Management Succession in an Employee Owned Company
- Selecting and Training Inside ESOP Trustees
- How has the Universe of Employee Ownership Changed Over the Past 20 Years? What Does the Future Hold?



Guidelines for Speaking Proposals

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Key Points

- **PROPOSAL DEADLINE: OCTOBER 9, 2018**
- The NCEO Conference will take place April 18-20, 2018 at the Marriott Marquis hotel in downtown Atlanta, with preconference sessions on April 17. *We had more than 1700 participants at the 2017 Annual Conference in Denver.*
- You must complete a proposal if you want to present in a session at the annual conference.
- Please distribute these guidelines or the links to all people at your firm submitting proposals.
- We try to allocate speaking slots as broadly as possible among service providers. We ask that you limit the number of people from your firm submitting proposals: too many from the same firm limits your chances of being chosen to present.
- We may need to modify your proposal or invite you to participate in a different session than your request.
- We strongly encourage representatives from employee-owned companies to propose sessions.

You may submit a proposal either as a **session leader** or a **speaker**.

Session leaders organize their sessions, introduce speakers, and also make presentations themselves. Speakers just make presentations.

You may submit a proposal for yourself individually or propose a specific panel of speakers. If you submit an individual proposal, we may later pair you with other speakers, or you may speak solo.

Panel proposals combining speakers from different firms are favored, especially if they cover a new topic. New this year: One person on a panel submits the body of the proposals, and invites others (up to 3 others) on to the panel. Each of the other speakers will receive an invitation email and then they need only submit their contact information and their speaker bio. They will be able to view the completed proposal, but won't be able to change the description or the goals, etc. We no longer require that each speaker complete a full panel proposal to match them up.

Generally, we prefer panels with diverse experts, including, whenever it fits the topic, members of employee-owned companies. We will not consider a panel that is made up entirely of members from the same firm.

Conference organizers will match speakers to sessions based on the needs of the conference, speaker qualifications, and, to the greatest extent possible, speaker preferences.

Proposal Requirements

- Sessions must be educational and will be eliminated if they appear to be "pitches" for products or services.
- Each speaker may submit up to three proposals. Each proposal must be submitted on a separate form, or be part of a panel submitted by one member of said panel.
- Proposals must be submitted on the online form. **This is a new form and speaker management system.** The link to the form is on the conference website (www.nceo.org/conference/). You will need to register with your email address, and then you will have access to correcting the form, adding information, etc., until the October 9 deadline. Your text must fit into the space available on the form.

DEADLINE: OCTOBER 9

GUIDELINES FOR SPEAKING PROPOSALS

Session Topics

Refer to the "Session Topic Ideas" document, but do not limit yourself to these alone.

The conference continues to be interested in additional innovative topic ideas and session formats.

All proposals should fall into one of the following five tracks:

- **ESOP Basics**
Content should be appropriate for an audience including people with basic business knowledge but no or limited experience with ESOPs
- **ESOPs: Beyond the Basics**
For people with ESOP experience; a subset of these sessions will be aimed at experienced service providers
- **Compensation and Benefits**
The content of this track includes sessions examining issues revolving around executive and broad based compensation in ESOP companies as well as forms of equity compensation in non-ESOP companies.
- **Ownership Culture & Communication**
Communication and education, business literacy, involving employees in decision making, creating an ownership culture and atmosphere, etc.
- **Leadership & Governance Issues**
Includes leadership issues and practices that are compatible with employee ownership, from board function to strategic planning

Session Formats

Sessions are either 75 minutes (mainly panels), 45 minute focus sessions, or a two part in-depth session that combines two 45 minute sessions, for a total of 90 minutes, or 45 plus 75 for 120 minutes in length. We will repeat a few session topics either with the same or different speakers.

Most sessions at this conference are panels (where each speaker addresses a different portion of the session's content), round tables (where each speaker presents a different perspective on the content) or hands-on sessions (audience members work with each other and interact with the speakers). Most breakout sessions include two or three speakers. All sessions are expected to utilize the conference PowerPoint template, which may include the speaker's firm logos and contact information. Speakers are expected to provide their own handouts.



Tips for Creating Strong Proposals

Year after year, attendees continue to give the highest marks to sessions that include opportunities to ask questions, to participate in hands-on learning activities, or to interact in smaller groups. The strongest panels generally include a speaker from an employee-owned company who will reflect on day-to-day realities and reinforce the service providers' presentations. The proposals most likely to be selected are specific as to content, not just speaker qualifications.

Be aware that certain panels are more competitive than others. For instance, introductory ESOP sessions, especially on repurchase obligation and plan design, receive a high number of proposals. Therefore, if you are submitting an introductory session proposal, we encourage you to submit a second or third proposal choice. List each proposal on our online form and mark first, second or third choice in each proposal section. No more than three proposals per person will be considered.

If you plan to design your own topic, you should keep in mind that in basic and advanced tracks that are "technical" (i.e. not ownership culture), we need to balance the sessions into different sub-categories, such as regulatory issues, plan design and plan administration.

Especially encouraged are new and innovative culture and communication topics, although we avoid topics that seem of narrow interest.

Speaker Selection Process

Following the **October 9 deadline**, your proposal will be reviewed by our selection committee consisting of NCEO staff, board members, and peers. Notification of selection will be sent out by the end of December. If your proposal is not accepted, you may be placed on a waiting list. We also invite you to discuss your proposal with us and perhaps re-submit it for future conferences.

New for 2018 Annual Conference

We have a half-hour on the second main conference day devoted to **Short Takes on Great Ideas**, which can be presented solo. We are looking for representatives from Employee Owned Companies to share their great idea that can be replicated.

DEADLINE: OCTOBER 9