

PROPOSAL SUBMISSION GUIDE

Contents

Call for Proposals Overview:	1
Proposal Submission Policies:.....	2
Applicant Responsibilities:	2
General Tips & Suggestions:	3
Tips for developing your proposal:.....	3
Step-by-Step Guide:	3
Step 1: Create an Account.....	4
Step 2: Start a New Proposal.....	4
Step 3: Presenter(s).....	4
Step 4: Presentation	4
Step 5: Learning Objectives.....	6
Recommendations for Writing Learning Objectives:.....	6
Proposal Scoring:	6
Review Timeline	7

Call for Proposals Overview:

Deadline: Proposal Submission Deadline is Tuesday, March 18, 2014 at 11:59 PM PST.

We are seeking outstanding information exchange facilitators who are

- Engaging speakers
- Innovative and interactive communicators
- Cutting-edge thinkers
- Practitioners of adult learning techniques

Proposals will go through an intensive vetting process to identify the most current, innovative, and well-rounded proposal with an ultimate goal of offering the best learning and sharing opportunities for the Solar Power International 2014 (SPI) audience. We strive to create a user-friendly process that is fair and thorough to evaluate the hundreds of proposals submitted. All proposals will be reviewed by the Review Committee, which is part of the Advisory Council and consists of over 100 professionals who represent a wide range of industry sectors. The overarching goal of the Advisory Council is to provide leadership and support in developing a compelling conference program. SPI organizers do not provide any contact information for the Advisory Council members.

Primary proposal authors will be notified via email, whether or not their proposals were selected, by June 1, 2014. Please do not contact SPI organizers before this date, as it will only delay the process.

Proposal Submission Policies:

- Individual speakers may submit up to three proposals (as primary or co-author).
- Solar Power International seeks to have a wide representation of speakers throughout the show. We reserve the right to limit one session per author and company. National laboratories will be exempt.
- Proposals that are based upon advertisement, product, or service WILL NOT be accepted into the program.
- The presenting author must accept full responsibility for the submission and presentation of the proposal, and retain full copyright of their proposal, presentation, and/or full paper. By submitting a proposal, presenting authors consent and authorize SPI to publish biography and proposal information in any conference publications. SPI will seek the presenter's permission separately for authorizing the publication of the presentation and final paper.
- Once your proposal has been submitted you may continue to revise it through the **submission deadline on Tuesday, March 18, 2014**. You will have the option to save and return to your proposal, but incomplete or saved proposals will not be reviewed until the proposal has been submitted.
- Please note that late submissions will not be considered. SPI reserves the right to reject any proposals for failure to comply with submission guidelines mentioned in this document. Due to the large number of proposals received for this conference, SPI is unable to provide feedback on proposals not accepted for the program.

Applicant Responsibilities:

- Notify SPI organizers of any changes, additions, or corrections to the presenter, presentation title, or availability of presenters to give a presentation at the appointed date and time.
- Accepted presenters who are not able to attend must notify staff immediately. Replacement presenters may be suggested. However, staff reserves the right modify or cancel any session based on a change in presenter.
- Failure to meet these requirements will jeopardize your participation as a presenter at any future SPI programs.
- All speakers must be registered for SPI by October 1, 2014.
- All presentations must be uploaded to the Presenter Center four weeks prior to the conference. Failure to do so may result in cancellation of the session.

General Tips & Suggestions:

How you plan to deliver your session is as important as the content. SPI is the solar industry educational leader and we want the conference education program to reflect that leadership. Therefore, all speakers are being asked to collaborate with us to raise the bar on the quality of both content and delivery of sessions. Remember that this is a learning experience. Even if you are not a seasoned trainer or facilitator, you can still meet this requirement by researching and practicing some of the key strategies for facilitating learning:

- Limit your use of PowerPoint as a delivery method. Ideally a maximum of 25% lecture or presentation.
- Design interactive means to engage with the participants and have them engage with each other.
- Make sure that your content supports the Application to the Job objectives.
- Model as many of the concepts you are delivering in the session as possible and practical.

Tips for developing your proposal:

- Develop a well-written, concise summary of your proposed presentation in a Word document, and save a copy for your reference.
- Proofread your proposal several times so you submit your best work.
- Know your audience and target your proposal accordingly.
- Business and Policy proposals should be practical and stray from being too general. Technical proposals should be specialized with detailed information.
- No Marketing Materials. Consultants and manufacturers may submit proposals of a non-commercial nature, but no obvious commercial sales pitches will be accepted for a presentation. Being selected to present at SPI 2013 is a privilege, and recognizes you as a top industry expert. We frequently hear from attendees objecting to the commercial nature of some presentations; including a sales pitch will only diminish your reputation in the eyes of conference attendees.
- Once your proposal has been submitted, you may continue to revise it through the submission deadline on Tuesday, March 18, 2014.
- When you submit a proposal, you will receive a confirmation email. Please save this confirmation email, as it includes your Proposal ID number, login, and password.

Step-by-Step Guide:

Important Process Change: All proposals must be complete, comprehensive, and deemed relevant and timely to the conference's audience. The Advisory Council may shorten a presentation, increase and/or reduce the number of presenters, select alternate presenters from among those proposed, and/or combine the submitted presentation with other proposed presentations, at its sole discretion. All presenters will be contacted independently to confirm their submittal. Incomplete submissions cannot be considered.

Step 1: Create an Account

The submission form resides on a vendor site, which requires a login using a password assigned by the system. Follow the instructions on the site to set up a login and change your password.

Step 2: Start a New Proposal

- **Proposal Title** (150 character maximum)
- **Presentation Session Format**
 - Podium Only
 - Podium Preferred, Poster Acceptable – if not selected to give a podium presentation, author would consider a poster presentation
 - Poster Only

Step 3: Presenter(s)

You will need to enter the following fields about your presenters and/or moderator. It is imperative that the email address for all presenters is correct. After you add each presenter the system will automatically send an email to all presenters, and if the email address is incorrect, your presenters will not be able to complete their requirements and the proposal will not be reviewed.

- Enter the primary author's presenter details: First Name, Last Name, Mailing Address, Contact Details, Administrative Assistant information, Professional Information
- Speaker Biography
- Speaker Photograph

Step 4: Presentation

- **Select Focus Category (select one):** Finance & Business, Technology, Policy, Markets, Grid Issues / Integration, Solar Heating & Cooling, Other
- **Select Presentation Session Format:** You will be asked to select a format that most closely defines your session proposal. If your presentation fits into more than one, please select the one that is most relevant. See below for detailed descriptions of each.
 - **Poster:** Posters facilitate the dissemination of research results, innovations, an analysis of a practical problem-solving effort, or recommended best practices to our community.
 - **Lecture:** Traditional presentations by 1-3 speakers.
 - **Solar Idea Swap:** Short 10-15 minute presentation at the beginning followed by group discussion
 - **Solution:** Speakers pose a design or technical problem and lead attendees through exercises to develop solutions.
 - **Technical Lecture:** Proposals that opt into this program will go through the standard review process, and each accepted presentation proposal will be required to submit an accompanying research paper for inclusion in the conference proceedings. These papers will represent new, original, journal-quality research. Accepted presenters must agree to submit a research paper in order to present at Solar Power International.

- **Presentation Content (select one):** Case Study, Innovation, Policy, Research, Best Practices, Tools, Lessons Learned, Other
- **Scale & Education Level** (check all that apply): Utility, Commercial, Residential, Beginner, Intermediate, Advanced
- **Audience Interaction:** For this response, please describe what techniques the session will use to engage and interact with the session participants. Examples include:
 - Ask audience to discuss concerns or topics with one another or at tables
 - Ask for examples and explanations
 - Ask participants to guess certain facts or data or leave blanks on your slides and ask them to fill in the missing words
 - Ask participants to group themselves as they enter
 - Asks the participant questions
 - Burning questions may be submitted via text, hand written, or in small groups
 - Create a "Round Robin" discussion
 - Engage with activities - physical activity is a great way to keep people engaged and remember your point. This can be simply, "everyone stand up, have people sit down based a series of responses - Sit down if you have less than one year of experience.
 - Focus on benefits to the audience, asking them to confirm the benefits that are important to them
 - Format your presentation like a story with a problem and solution
 - Give a quiz or gather information, either at the beginning or end
 - In addition to asking people to interact with you at the beginning of the session
 - Insert short video clips to hear from clients, experts, or leaders
 - locations (a great suggestion was using pictures of your team when presenting to customers)
 - Plan an interactive opening using questions, asking for a show of hands, etc.
 - Polling, data gathering, survey - look at PollEverywhere
 - Provide practice or application opportunities
 - Set up a demonstration that audience members participate in
 - Tell a story to illustrate your points
 - Text or tweet your notes
- **Presentation Description** (250 WORD maximum). Your primary goal should be the learning of the participant rather than a showcase for your ideas, products, and services. You will gain exposure for those things by doing a good session with something tangible for the participants to take away. The more you can put yourself in their place in developing your session, the better your chances will be of being selected and of receiving good evaluations from participants who attend your session.

Please keep in mind the following:

- Content that is informative and relevant, with clear and immediate application to the learner's work
- Minimal use of PowerPoint slides
- Includes interactive and/or hands-on methods to support the learning
- Corresponds to the Learning Objectives
- A session design that supports Learning Transfer
- Materials which reflect the content and are a resource for later use

- **Elevator Pitch:** 250 CHARACTER maximum. This description will be listed on the Website and in the printed Onsite Guide. Please pay attention to capitalization, punctuation, grammar, spelling, etc. Please do not write in all caps and do not include abbreviations.

Step 5: Learning Objectives

You will be asked to answer the following questions in this section:

1. How will your presentation help an attendee perform his/her job responsibilities better?
2. Describe the tools, skills, or perspectives attendees will acquire through your presentation.
3. Learning Objective 1 (required)
4. Learning Objective 2
5. Learning Objective 3

Keep in mind that Learning Objectives are NOT statements of what you will do or cover during your presentation. Rather, they are statements, which describe the knowledge, skills, or attitudes the learner is expected to **achieve as a result of your presentation**.

Recommendations for Writing Learning Objectives:

Each proposal should include up to three learning objectives. Ask yourself what observable behavior you want the learner to be able to do at the end of your presentation -- apply, integrate, explain, repeat, analyze, etc.

- Describe the information, tools, skills, or perspectives attendees in the session will acquire through your presentation.
- Clearly identify the outcomes or actions attendees can expect to demonstrate as a result of your presentation. Listening to a presentation is NOT a learning objective.
- Write the learning objectives that relate to these outcomes and reflect the content of your presentation. They should:
 - be stated clearly
 - define or describe an action
 - be measurable, in terms of time, space, amount, and/or frequency
 - describe what attendees should know or be able to do at the end of the session that they couldn't do before

Example: "At the end of this session, you will be able to explain, list, recognize, etc..."

Proposal Scoring:

The SPI 2014 Advisory Council, Review Committee, and staff are composed of solar industry experts and will review all proposals received by the Tuesday, March 18, 2014 deadline. They use qualitative and quantitative questions to evaluate proposals to form a highly educational and informative conference program that addresses topical and timely solar energy industry issues.

The selection process follows a rigorous online review of every proposal submitted. The committee also meets in person and by conference call to make recommendations for selections and assist in planning other conference educational activities. Many more proposals are submitted than can be selected. Only the very best are selected.

Proposals are selected based on information submitted. Submitters are expected to follow the instructions carefully and supply all requested information. Missing or incorrect information could make the proposal ineligible for consideration.

All proposals will be reviewed and scored by industry experts in the related categories. These rankings will be used to select presenters and sessions for the final program.

Evaluation questions include:

- The proposed session provides attendees with relevant, timely, rigorous, and applicable content.
- The proposed session provides attendees with a strategy for profitability, an innovative process for the industry, or both.
- The learning objectives are clear, relevant to the topic presented and challenging to the SPI audience.
- The proposed session indicates that the session will employ the specified learning format, including audience participation, in an effective manner.
- The speakers are experts who are highly qualified to speak on this topic and have a wealth of experience.
- I would recommend this session to an attendee interested in this subject matter.

Note: While we are pleased when a speaker chooses to be a sponsor or exhibitor, a speaking slot is never guaranteed for exhibitors or sponsors. All accepted presentations are based on overall merit and/or slot availability.

Review Timeline

The SPI Advisory Council, Review Committee, and staff are composed of energy market experts who will review all proposals received by the March 18 deadline.

Proposal Submission Deadline	March 18 at 11:59 PM PST
Round One: Review Committee review and rates all proposals.	March
Round Two: Advisory Council review and rates all proposals to develop final program	April
Proposal authors receive notification. Please do not contact SPI before this time, as it will delay the process	June 1
Speaker Webinar for accepted presentations	June
Conference Call One for accepted presentations	July
Conference Call Two for accepted presentations	August
Conference Call Three for accepted presentations	September
Final Presentation Due	October 1

If you have any questions, please send an email to [Solar Power International Education](#).