ASLA2023
Conference on Landscape Architecture
OCTOBER 27-30 | Minneapolis, MN   #ASLA2023

2023 Call for Presentations
60-,75-, 90-Minute Education Session Submission Guide

60-,75-, 90-MINUTE EDUCATION SESSION OVERVIEW
The standard session type offered at the Conference on Landscape Architecture. Session includes 50-75 minutes of presentation followed by 10-15 minutes of Q&A, maximum three speakers. **Requests for additional speakers will not be considered.**

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.

- **Preferred Session Length:** What is your panel's preferred session length? We'll do our best to accommodate requests.

- **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.

- **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 Diversity, Equity, 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 reflect multiple aspects of diversity (i.e. gender diversity, ethnic, racial, cultural, disability, etc.) are in high demand. Panels that include voices from outside the design profession are also strongly encouraged and will be given special consideration.

- **Content Diversity, Equity, and Inclusion**: Landscape architects create spaces and experiences that affect and inform the relationships people have in outdoor spaces. Session content that addresses intentionality and thoughtfulness of diversity, equity, and inclusion within practice will be given special consideration. Examples include community engagement techniques, issues of access, strategies for addressing racism, equity, and design team diversity.

- **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. Use takeaways
  - **Expert Tip:** Outcomes should use action verbs to describe what attendees should be able to do by the end of the session.
  - **Expert Tip:** Outcomes should be 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?

- **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.

- **Sources:** Identify 2 – 4 references to source materials that inform your presentation. These can include webpages, articles from periodicals, books, etc.

- **Research Report Consideration:** ASLA publishes educational, technical papers each year. Indicate whether you'd like your proposal to be consider for development as a research report.

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
- Speaker qualifications
- Panel diversity, equity, and inclusion
- Content diversity, equity, 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

January 5, 2023	Call for Presentations Opens
February 22, 2023	Deadline for submitting proposals (12:00 NOON CT)
March 2023	ASLA Annual Conference Education Advisory Committee (ACEAC) evaluates proposals and makes recommendations
April 15– 30, 2023	Selection notification sent to submitters
October 27 – 30, 2023	ASLA Conference on Landscape Architecture