

NADP 2012 Call for Educational Presentations



INTRODUCTION:

Thank you for your interest in presenting to the NADP audience. Our presenters are very important to us and we are honored that you're interested in becoming part of this valued group.

Proposals for CONVERGE 2012, NADP's 24th Annual Conference in Phoenix, Arizona from Sept. 10-13, 2012 and NADP's 2012 Webinar series are due by 5 pm, CST, Friday, December 23, 2011. Proposals submitted after this date will be considered as the schedule permits including the following year's Annual Conference if there are no available sessions times for CONVERGE 2012. Proposals will be reviewed by NADP Education Commission members and final speaker selection and notifications sent in January 2012.

To be considered to present at CONVERGE 2012 or in an NADP webinar please complete the **Proposal for Education Presentation**, which consists of four parts:

Part A: Explanation/Description of Presentation – page 3

Part B: Presenter's Information about the speaker/presenter – **page 4**

Part C: Presentation References lists people who have heard the presenter – **page 5**

Part D: Acknowledgement of NADP Speaker Standards/Guidelines – page 6

You may submit up to five different presentations and only need to complete Part A for each presentation after the first one submitted. Information submitted is confidential and will not be shared outside of NADP.

PRESENTATION REQUIREMENTS

- Length – Historically sessions at NADP conferences have been 90 minutes in length including introductions and Q&A. However, the Education Commission is considering a mix of 60 and 90 minute session at CONVERGE 2012. Please indicate the preferred length of your session. Webinars are 60 minutes.
- Preference will be given to NADP members, those with experience presenting and those that have scored well in past presentations for NADP or other organizations.
- Presenters are expected to use PowerPoint or similar technology and provide interactive handouts.

SPEAKER/PRESENTER COMPENSATION

Presenting for a NADP conference/event affords exposure to an audience that spans the breadth of the dental benefits industry, including executives from major dental benefits plans and leaders in the dental benefits industry. It provides a unique marketing opportunity for the speaker, with the potential of scheduling additional engagements with those represented at NADP's meetings.

NADP is a non-profit organization and does not provide speaker honorariums or reimbursement of expenses to industry speakers. NADP offers free registration to those industry speakers selected to speak at NADP's Annual Conference.

HOW PROPOSALS ARE EVALUATED

Proposals are evaluated using the following criteria:

- *Expertise* – the ability and skills of the speaker to cover the designated topic.
- *Identified learning objectives* – how the session is structured and what it intends to accomplish.
- *Quality* – based on the feedback provided by references in the **Presenter's Information** form as well as past evaluations from other conferences (if available).

- *Relates* to critical topics and presents fresh information and perspectives:
 1. Business Management – customer service, ethics, finance, hiring, office policies/procedures, professional relations/network management, retaining employees, total quality management, etc.
 2. Clinical –network development, professional relations, oral health and overall health, etc.
 3. Compliance/Regulatory – compliance and/or anticipation of legislative and regulatory impacts particularly aspects of health care reform..
 4. Health Care Reform—impacts and solutions for challenges presented by the Affordable Care Act.
 5. Market Opportunities – niche markets, prospecting, products and design, penetrating markets, sales presentations, etc.
 6. Professional Development – leadership, networking, negotiations, public relations, time management
 7. Research – current research, trends impacting the dental benefits industry.
 8. Technology – innovations in automated processes for carriers, areas of interest include customer service management, claims processing, fraud detection, UR, sales & marketing, etc.
- *Adult education methodology* – use of formats other than lecture such as case studies, hands-on interactive activities, panels, roundtable discussions, etc.
- *Relevance* – the ability to communicate useful, practical information to NADP members is essential.
- *Balanced* for a variety of knowledge/skill levels.

THE SELECTION PROCESS:

- Each educational event (CONVERGE or Webinar) has its own unique design, targeted audience and needs that determine criteria for our selection of presenters. The goal is to provide NADP members with exceptional education programs that are on timely topics with energetic, knowledgeable speakers.
- Only those Speakers, Presenters and/or Facilitators who have completed and submitted the ***Proposal for Education Presentations*** will be considered.
- NADP’s Education Commission review and rate all proposals as part of the review process.

For more information, please e-mail eireland@nadp.org or call 972.458.6998 x101.

INSTRUCTIONS

- A. Review *NADP’s Call for Proposal Packet* including Presentation Requirements, Speaker Compensation, Proposal Evaluation Criteria and Selection Process.
- B. Complete **Part A: Explanation/Description of Presentation** form for each presentation you are submitting. Be as complete and precise as possible. You can submit up to five presentations.
- C. Complete **Part B: Presenter’s Information** form.
- D. Complete **Part C: Presentation References** form. Provide a minimum of two (maximum of five) references who have heard you give a presentation. *Note: We contact references.*
- E. Sign and return the **NADP Speaker Standards/Guidelines**.
- F. Submit completed forms by email or fax or mail **by 5 pm, CST, Friday, December 23rd** to info@nadp.org or 972-458-2258, Attn: Education Department.

PART A: EXPLANATION/DESCRIPTION OF PRESENTATION

First name _____ Last Name _____

Presentation Title: _____

This proposed presentation would be targeted for the following topic area (see page 1)

____ Business Management

____ Market Opportunities

____ Clinical

____ Professional Development

____ Compliance/Regulatory

____ Research

____ Health Care Reform

____ Technology

Describe the adult education techniques this presentation will use (case studies, hand-on activities, panels, group work, etc.):

Description of proposed presentation (*Limit to 50 words or less—submit on additional page if needed*):

Learner Outcomes:

- In this section, we are looking for measurable results that will come from your presentation--what the learner (attendee, participant, etc.) should be able to do after completing the course.
- Please list at least three, but no more than four; proposals will not be considered without valid Learner Outcomes.
- Learner outcomes are always easily measured and use active verbs such as: *identify, discover, practice, describe, chart, define, list*, etc. Example: *By the end of this presentation, participants will be able to list ways to increase customer retention.*

By the end of this presentation, participants will be able to:

PART B: PRESENTER'S INFORMATION

PLEASE type or print clearly.

First name _____ Last Name _____

Title _____ Designations _____

Company _____

Company Address _____

City _____ State, Zip _____

Business Phone _____ Fax _____

Email Address _____

Bio: (summary of 50 words or less or attach separate document)

Previous presentations: (Use back of sheet, if necessary)

Event: _____ Date: _____

Event: _____ Date: _____

Event: _____ Date: _____

Previous industry experience:

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

Area(s) of Expertise:

PART C: PRESENTER'S REFERENCES

- These are people who have seen/heard you as a presenter, not personal acquaintances.
- Proposals will not be considered without sufficient references.
- Be sure to include their relationship to you and how long they have known you.
- Please provide at least two references, but no more than four.

1. NAME: _____ Years known? _____

Relationship: _____ Email: _____

Phone number: _____

FAX number: _____

2. _____ Years known? _____

Relationship: _____ Email: _____

Phone number: _____

FAX number: _____

3. _____ Years known? _____

Relationship: _____ Email: _____

Phone number: _____

FAX number: _____

4. _____ Years known? _____

Relationship: _____ Email: _____

Phone number: _____

FAX number: _____

5. _____ Years known? _____

Relationship: _____ Email: _____

Phone number: _____

FAX number: _____

PART D: NADP SPEAKER STANDARDS/GUIDELINES

Unless specifically designated, NADP programs are *non-commercial* forums. Individuals are to refrain from the use of brand names and specific product endorsements. Under **no** circumstances shall the NADP podium be used as a place for direct promotion of a speaker’s product, service or monetary self-interest. (NOTE: NADP provides a separate sponsored webinar program to profile products and services. For more information on the sponsored webinar program, contact Shayne Leatherwood at sleatherwood@nadp.org)

Selling from the podium is defined as:

- Using only your own company’s methods of operation, data or statistics in your presentation. NADP members expect broad representation of information on any topic, comparison to national data or multiple data sources, and use of examples from more than one company or region.
- Delivering a sales pitch promoting your company’s products and services.
- Engaging in any part of a sales transaction, i.e. developing a mailing list, handing out price lists, etc.
- Discounting others’ views, models or products in the session.
- Distributing company materials or products during a NADP educational session without prior approval.

Non-Discriminatory Guidelines

Instructors must refrain from overt statements or offensive humor, which would disparage the dignity of any individual or group. **Following are some non-discriminatory presentation guidelines:**

- Use non-discriminatory words in verbal and written communications. Review your material and substitute asexual words such as sales representative or sales person instead of salesman. Refrain from using labels (e.g., referring to women as girls). Eliminate sexist language in your handouts (i.e., replace masculine pronouns with “he or she” or reword sentences and phrases).
- If you encourage audience participation, acknowledge and give equal opportunity for contribution.
- Avoid discriminatory jokes (e.g., belittling a person’s sex, race, or age, or perpetuating a stereotype).
- Introduce panel members in a non-sexist manner. Ask panelists how they wish to be presented. Avoid references to personal/physical attributes. Acknowledge professional positions, skills and contributions to the industry. Be consistent in the use of names and titles, giving the same type of information and level of formality for each. As an example, “Ms. Mary Jones, Vice President of ABC Presentations and Mr. John Smith, Sales Manager of Smith & Associates, will join us today.”
- Avoid visual aids that show people in stereotypical roles. Regardless of sex, race, age groups, etc., present individuals without bias.

Intellectual Property

Instructors must fully disclose all intellectual property utilized within handout materials and during course instruction. This is to protect intellectual property rights such as copyright, ownership, faculty compensation and utilization of revenue derived from creation, production and use for educational courses.

I have read, I understand, I will abide by the Standard/ Speaker guidelines set forth by the National Association of Dental Plans. Please sign below and return to NADP.

Signature

Date

Please make a copy of these standards/guidelines and keep for your reference.