







Choosing Your Topic

What are the current concerns of NALP members?

Speakers

- Format:
 - Individual presenter?
 - Panel?
 - Team-taught?
- Ensure speakers availability

Selection Criteria

- Topic
 - Important / timely to NALP members?
 - Focused and well defined?
 - High quality with practical application?
 - Other proposals with similar topic?
- Speaker
 - Would there be speaker fees/expenses?
 - Other programs by same speaker?
 - An expert on this topic?

Additional Considerations

Proposals should:

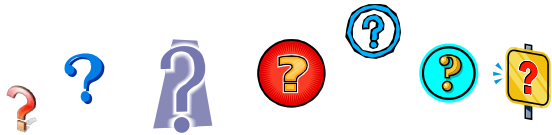
- Encourage active learning
- Be cutting edge—feature new ideas
- Help NALP members position themselves as leaders within their organizations
- Show ways to implement the information once attendees are back at their offices.

Professional Development Institute

“Should I submit this proposal to PDI?”

To just the Annual Education Conference ?

To both?”



Tips For Consultants

- Teach NALP members how to do something without hiring consultant assistance
- Consider pairing with NALP member
- Ensure proposal is targeted to NALP audience
- Beware of cloaked marketing

Avoid These Mistakes

- Generic materials geared towards lawyers instead of NALP members
- Ambiguous description
- Incomplete proposals
- Sloppiness in submission
- Promising *everything*

FAQs

- Can I submit more than one proposal?
- Can I re-submit a topic presented in 2010?
- Can I have feedback from my 2010 presentation?

What Do I do Next?

- Read the information on nalp.org
- Download Word version of the RFP form @ <http://nalp.org/conferenceproposals> & <http://nalp.org/pdiproposals>
- Submit proposal on-line by the deadline
- 2011 AEC RFPs due May 28, 2010
- 2010 PDI RFPs due May 14, 2010