



NALP 2011 Annual Education Conference

April 27 - 30, 2011, Palm Springs, CA

Tips for Submitting a Strong Conference Proposal

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Background

Out of 172 proposals submitted for
the 2011 conference,
39% were accepted

Selection Criteria

- The extent to which the proposal targets and is relevant to NALP members
- Definition and focus of the topic
- Practical application of material
- Timeliness and importance of topic
- Overall program quality

Who is Your Audience?

- NALP Members
- Which NALP Constituencies?

Choosing Your Topic

*What are the current concerns of
NALP members?*

Speakers

- Format: Individual presenter? Panel?
Team-taught?
- Ensure all speakers available

Additional Considerations

Proposals should:

- Encourage active learning;
- Demonstrate innovative thinking;
- Contribute ideas for positioning NALP members as leaders within their organizations; and
- Present strategies for effective implementation of information learned 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

Remember These Tips

- Avoid ambiguous descriptions
- Do not submit incomplete proposals
- Avoid sloppiness in submission
- Do not promise *everything*
- Do not submit generic materials geared towards lawyers instead of NALP members

FAQs

- Can I submit more than one proposal?
- Can I re-submit a topic presented in 2011?
- Can I have feedback from my 2011 presentation?

What Do I Do Next?

- Read the information on www.nalp.org/requestsforproposals
- Download a Word version of the RFP form
- Submit the proposal on-line by the deadline
- 2012 Annual Education Conference RFP due May 20
- 2011 PDI RFP due May 13